

LIFE INSURANCE EDITION

FRIDAY, SEPTEMBER 26, 1930



ADVANTAGES—

Enjoyed by Representatives of

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Offered to New Agents Who Link-Up-With-The-Lincoln

1. A fair and impartial contract 2. Stimulating leadership 3. Prompt service on applications 4. Kit of popular policies 5. Many sales aids 6. Effective training plans 7. Enthusiastic Sectional meetings 8. Circularizing and lead production 9. Briefing service 10. Unit system of correspondence 11. Periodic publications 12. Recognition of achievements 13. The Emancipator plan 14. The 23 Year Endowment 15. The Retirement Income contract 16. 4½% Annuity 17. Sub-standard policies 18. Juveniles 19. Expansion program 20. Stimulating clubs 21. Lincoln Research Foundation 22. Advertising 23. Monday Morning Messages 24. Emancipator and Clubman 25. Financial strength 26. Indiana compulsory deposit law 27. Friendly co-operation 28. 5 per cent on matured policies 29. Policyholders' Service Bureau 30. Thirty-one states.

A fair and profitable contract. The Lincoln National Life Insurance Company believes in practicing the policy of a square deal and offers to its representatives a fair, clean-cut, profitable contract which its agents regard as liberal and highly satisfactory.

Kit of popular policies. The Lincoln National Life offers all the standard life, limited pay, endowment and annuity contracts, and in addition a number of exceedingly popular specialties. It offers protection to women as well as men, to sub-standard as well as standard risks and to children as well as adults.

Many sales aids. An efficient, high-g geared agency service machine operates for the benefit of the agents of The Lincoln National Life. Splendid sales promotion plans, tested programs and the newest things in insurance selling methods are continuously brought to The Lincoln Life agents in the field.

Briefing service. Agents are given personal and potent assistance by the LNL Sales Research department in preparation of individual presentations for big cases and others where such assistance will be helpful.

Unit system of correspondence. The Lincoln National Life agent keeps in close touch, not only with his general agent or manager and with his divisional field officers, but also with the Home Office of the Company.

Financial strength. The Lincoln National Life on the first of January, 1930, had assets of more than \$69,000,000 and had more than \$875,000,000 of insurance in force. It has a record of exceedingly rapid growth because of its aggressive program. It is numbered among the first twenty Companies in the United States in the amount of insurance in force.

Stimulating leadership. The executive management of The Lincoln National Life has not

changed from its beginning. Its agency officers, field superintendents, general agents and managers are men of wide insurance experience, and of personality and ideals which makes their leadership welcome and stimulating.

Friendly co-operation. If any company is entitled to the adjective *friendly* in regard to its agency relations, it surely is The Lincoln National Life. The spirit of comradeship among the agents, and between the agents and officers, is a real factor in building a happy, permanent organization. The Lincoln National Life delights in honoring its successful agents in many ways. Its clubs, its conventions, and its many traditional plans unite in building this spirit of friendly co-operation.

Thirty-one states. Along the top and bottom margins of this ad you will notice the outlines of the states in which The Lincoln National Life is licensed to do business. Thirty-one states and the District of Columbia.

Naturally, in this brief space, it is impossible to give anything but a sketchy picture of the many advantages enjoyed by the representatives of The Lincoln National Life, and offered to agents who link up with The Lincoln. If not now under contract you are invited to write, if interested in the splendid opportunities offered in this Company to its agents, using the blank following or a letter, telling in confidence your experience, interests, and ambitions.

**The Lincoln National Life
Insurance Company
Fort Wayne, Indiana**

Please send me a copy of your illustrated booklet, *Can You Measure Up?* and information concerning an agency opening.

Name

Address

Experience

NU 9-26-30





LAZINESS IS NOT THE KEY TO SUCCESS

Licensed to do Business in 32 States

Write for General Agency Proposition and Territory

RESERVE LOAN LIFE
INSURANCE COMPANY
INDIANAPOLIS, INDIANA.

THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company.
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The National Underwriter

LIFE INSURANCE EDITION

Thirty-Fourth Year No. 39

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, SEPTEMBER 26, 1930

\$3.00 Per Year, 15 Cents a Copy

Big Life Rally on at Toronto

Decide to Hold the Insurance
Convention Next Year at
Pittsburgh

TRUSTEES HELD MEETING

National Association of Life Underwriters
Gathering This Time is
Truly International

By Frank A. Post

TORONTO, Sept. 25.—The 1931 convention of the National Association of Life Underwriters will be held in Pittsburgh. That was the decision of the executive committee at its pre-convention meeting Tuesday when the invitation of Pittsburgh was unanimously accepted. No other city was in the field for the convention. Although it has been laying its plans for the 1931 meeting for nearly a year, Pittsburgh had no representative on hand when the question of the selection of the next meeting place came up at the executive committee meeting.

Acceptance Was Renewed

The invitation that had already been extended was accepted, however, and when William Duff, president of the Edward A. Woods Co. and secretary of the American College of Life Underwriters, arrived Tuesday afternoon and presented the formal invitation, the acceptance was renewed. Two representatives of the Pittsburgh association flew to Toronto in a plane carrying big banners announcing Pittsburgh's candidacy and were present at the convention session proper on Wednesday to present their case.

Midyear Meeting in Washington

It was decided to hold the mid-year meeting in Washington, D. C., the week when the chamber of commerce of the United States holds its annual meeting in that city. This was done on motion of Franklin W. Ganse of Boston, national councillor in the United States chamber, who emphasized the desirability of a closer contact between the life underwriters and the business men of the nation generally, which could be obtained by holding the meeting there at that time.

San Francisco's invitation for 1932, which was presented at the Washington meeting last year, was renewed by E. L. Woodruff of that city and was seconded by Frank E. McMullen of Los Angeles, former national president, after an exchange of friendly banter as to the respective merits of their cities.

C. F. Axelson of Chicago invited the National Association to meet in that city in 1933, when the big Century of Progress exposition is to be held there. Favorable action was taken by the trustees on three important recommen-

Why New World Life Will Move Its Office to Seattle

ADOPTS PLAN OF EXPANSION

Officials Feel They Need to Be in
Location of Greater Strategic
Importance

Vice-president and Superintendent of Agents John W. Cadigan of the New World Life in an official statement this week said that the home office would be moved to Seattle, March 1. The reason for this change, he explained, is that 65 percent of its business came from the west coast states last year. The opportunities for expansion are much greater on the coast than heretofore. This move, he said, is in line with the general expansion program which the company has inaugurated. It has taken a 10-year lease in the Fifth avenue building at the corner of Fifth avenue and Pike street, Seattle, which will be renamed the New World Life building. It will spend \$30,000 in alterations which will give it a thoroughly modern headquarters. Some 75 families associated with the home office will move from Spokane to Seattle.

Has Strategic Position

Mr. Cadigan declares that because of Seattle's strategic position and its larger population the New World Life officers feel the opportunities for expansion are far greater than in Spokane. President John J. Cadigan, Vice-president John W. Cadigan and Vice-president E. J. O'Shea will attend the annual meeting of the American Life Convention at Chicago next week. The New World Life will extend its operations in the central west and while the officials are in Chicago they will undoubtedly appoint a supervisor to develop that section.

dations made by Roger B. Hull, managing director, along the line of extending the service rendered by the National association to its local units. They approved the plan for a traveling school of life insurance under the direction of James Elton Bragg of New York University. It is planned to hold two day schools in different cities each week throughout the winter and ten one week schools next summer in cities extending clear to the Pacific Coast.

Life Insurance Exhibit

Approval was also given to the idea of preparing a life insurance exhibit to be available for local associations and agency organizations for use in bank and trust company windows and at conventions of business organizations, women's clubs and other gatherings.

It was decided to employ Mrs. W. S. Pritchard of Garner, Iowa, chairman of the insurance committee of the department of the American home, Iowa Federation of Women's Clubs, to give her entire time to presenting the place of life insurance in the American home to women and women's clubs. Mrs. Pritchard has already done some very effective work along this line.

Another suggestion that attracted considerable attention was that made by O. Sam Cummings of Dallas that the

Industrial Production Was Affected by Legislation

PEAK WAS REACHED IN JUNE

Since That Time New Business Has
Begun to Show Decrease
in Volume

NEW YORK, Sept. 25.—The skyrocketing June industrial life figures, caused by statute changes permitting the writing of infantile policies for much larger limits, have not continued into the last two months at the same high level. Nevertheless the effect of the new legislation is still strongly reflected in the statistics for July and August. New industrial business for January was 18 percent below the same month for last year, according to figures of the Life Presidents Association. Conditions improved but even by May industrial business was more than 4 percent below the same month of 1929.

Increases Were Notable

Then in June agents had the new policies, legalized shortly before by both New York and New Jersey, and industrial figures for the month jumped to 28 percent more than in June, 1929. The new amendments, which are the same in both states, allow the writing of \$100 on a child of one year or less; the limits increase by even hundreds to \$1,500 for the maximum age of 14 years and 6 months. The old scale of limits began at \$20 and ran to \$900 for this maximum age.

Cause of June Spurt

Much of the June spurt can be attributed to increases on children's policies already in force. Hence it is only natural that there should be a certain decline in the period following. This has been the case. July showed a 10.7 percent increase over July, 1929, and August was 6.7 percent ahead of August of last year, indicating that the new higher infantile limits should continue to be a considerable factor in keeping up the volume of new industrial business.

New Legislation Chief Factor

Other factors have entered to some extent into the increase in industrial business, but the new legislation is undoubtedly the main cause. While theoretically it should be easier to sell death benefits when people are less in a position to carry their own insurance in this respect, it is also true that when a householder has to decide between a dollar for insurance or for food the answer is inevitable, even though he should have the insurance.

state associations now existing in a number of states, which are wholly voluntary organizations, usually formed in the first place for the promoting of sales congresses or other promotional work, but without any official status so far as the National association is concerned, be included in its organization scheme and given specific functions to perform. The executive committee adopted a motion by Mr. Cummings that the question be given serious study and taken

(CONTINUED ON PAGE 10)

Farm Situation Given by Green

Union Central Treasurer in Re-
view at Company's Agency
Convention

DROUGHT OVERSTRESSED

Official Gives Interesting Summary of
Investment Experience—Expresses
Optimism in Future

Treasurer Robert M. Green in his address before the Union Central agents' convention on the company's investments made the following interesting comment, particularly on the farm mortgages of the company:

"The principal investments of this company have always been and are now mortgages. The combination of the state law governing the investments of life insurance companies and the tax laws of the state of Ohio have made this necessary. Until five years ago all of our mortgages were on farm lands. At the end of 1928 we had \$163,127,574 in farm loans. At the end of last year we had \$159,820,687.

"On the first of September this figure had been further reduced, so that at the present time the total of farm loans is \$153,413,613. It is quite probable that we shall reduce rather than increase this figure, while completing our program of diversifying our mortgage investment, and if possible, branching out into other fields of investment.

Have Withstood Depression

"The farm loans that we now have on the books have withstood the longest agricultural depression in the history of the country and the longest period of an inactive market for farm lands. There is no reason to suppose that they are not an excellent and well secured investment.

"The investment that interests us, and no doubt some of you the most, is our foreclosed farm property. This presents an intensely interesting problem and one to the solution of which a very large part of our energies are devoted.

"In most cases we acquire title only after having exhausted every possible effort to keep the borrower on the farm and enable him to carry on with his loan. His trouble in practically all cases is not due to the too heavy burden of his first mortgage or to remote causes far beyond his control. The trouble is personal and individual—too much debt in the way of second mortgages or chattel mortgages, a poor manager, or a poor farmer, and at the bottom of all of it is the fact that his one hope of salvaging anything is gone, due to a lack of a market for his land.

"It is not a question of value; it is a question of market. We often turn around, and with the properly directed selling effort, sell the farm at a good

(CONTINUED ON PAGE 11)

Say Proselyting Is Going Beyond All Proper Bounds

PROTEST MADE AT CHICAGO

Some General Agents Accuse Competitors of Being Too Aggressive in Seeking Their Salesmen

Some of the life insurance general agencies in Chicago that do not make a practice of seeking brokers' business to any extent declare that during recent months inasmuch as business is difficult to secure, some offices making a drive for brokerage are sending literature to life insurance men in other offices holding out inducements for handling surplus and brokerage, calling attention to special facilities and particular low rate policies. The offices that are recruiting new men say that this is having a disturbing effect on their younger agents who are not well seasoned in insurance. They receive letters and advertising material from other offices and they become confused in their minds. It has been found that some of these younger agents question whether they are connected with the right office or company.

Naturally in these days there is a hard drive for brokerage especially on part of offices that are eager to secure this class and do not depend entirely on their own direct writing agents.

Influence on New Men

A list of names of various offices is secured and circular matter and letters are sent. The men who are older in the business are well acquainted with the situation and are not lured away from their moorings. The trouble comes with the agents who are starting and who have not gotten their bearings. The offices whose men are besieged with literature of this kind declare that there is always danger of their men dealing with other offices and the managers endeavoring finally to get them to change their base of operation. The ethics of this practice will likely come before the managers' section of the Chicago Life Underwriters Association.

Question Hinges on Status of "Broker"

The question hinges on the definition of a "broker." Where an agent writes a large business and secures big policies there is naturally no objection to other offices dealing with him. Where men are writing applications that can be taken care of in their own offices objection is made to solicitation on part of other agencies for any of their business, because they are not brokers. One general agent has suggested that if the general agent himself were allowed to be the clearing house for the brokerage and all dealings made through him, it would eliminate the objection to the present practice.

Home Life Prizes Announced

Vernon Holleman of Jackson, Miss., won first prize for leading agent and A. G. Joseph of the Max Joseph Agency of New York the prize for leading agent in the leading agency in the Home Life of New York's contest. They will go to the Toronto convention as guests of the company and the Home Life Agency Association and will be guests at a luncheon given in their honor there. Home Life men at the convention will attend. H. W. Manning, superintendent of agencies for the company, is visiting agencies in Syracuse, Buffalo, Detroit and Cleveland, winding up at Toronto for the convention.

Woodmen May Expand

The Woodmen of the World may broaden its organization and develop branches all over the world, according to W. A. Fraser, president. Mr. Fraser sails for Europe this week and while on the continent he will investigate the possibilities of establishing branch camps in European countries.

Old Republic Hires 1,000 Men to Boost Business

Fred Bailey, executive vice-president of the Old Republic Life, announces that following a fact-finding research, the company is convinced that general business conditions are on the upgrade. As evidence of its faith in Chicago and 12 adjoining states, the company began adding 1,000 additional salesmen to its staff. Mr. Bailey expresses belief that this action will help relieve the unemployment situation. Preference is being given to men without previous life insurance experience, who are college graduates, not younger than 25 and not older than 35.

Gamble with the Volunteer

Sales Promotion Manager of the Southern States Life Goes with Chattanooga Company

Commodore A. L. Key, president of the Volunteer State Life of Chattanooga, announces that Seneca M. Gamble has become assistant agency manager. The company is entering upon an extensive expansion program, toward the end of increasing the numerical and producing strength of the field organization throughout the territory.

Mr. Gamble will assist A. V. Mozingo, vice president and agency manager, and will be in charge of sales promotion, conservation and general publicity duties in which he is well schooled. For the past three years Mr. Gamble has been sales promotion manager of the Southern States Life of Atlanta and has won considerable credit for his outstanding work. He has been the recipient of several prizes from the Insurance Advertising Conference for unusual displays. He was a speaker on the program of the mid-winter regional meeting of the Insurance Advertising Conference at Memphis.

Bankers Life Meeting

President G. S. Nollen of the Bankers Life of Des Moines heads a home office delegation which has been attending several regional meetings of that company over the country in the last two weeks, one at Toledo, another at St. Louis, a third at Washington, D. C., and they will attend a fourth meeting at Cedar Rapids, Ia., Friday. The others in the party are: Vice-President W. W. Jaeger, Earl B. Jackman, agency superintendent; Dr. Ross Huston, medical director, and J. M. Grimes, assistant advertising manager. All spoke at the meetings. Approximately 170 agents and managers attended the St. Louis meeting from Missouri, part of Illinois, Iowa, Nebraska and Tennessee.

Prudential Regional Conference

The Prudential of Newark will hold a regional convention at the Edgewater Beach hotel, Chicago, Sept. 29-30. Invitations have been extended on the basis of production for the past year and a half. The A. Van Goldman agency of the ordinary department in Chicago will be represented in its entirety, all of the staff having qualified.

Stonewall Life Quota Passed

The Stonewall Life of Vicksburg, Miss., asked for only \$1,000,000 production in July but its agents responded with \$2,374,500, considered an outstanding record for any company in that state. The Stonewall paid for \$1,137,000 in August. C. R. Styron, vice-president and general manager, reports. In August it was found that more than 51 percent of the July production was paid for.

Accident & Health Clubs in San Francisco Meeting

COLLINS PRINCIPAL SPEAKER

Harry F. Thompson Elected to Succeed R. B. Oshier as President of State Association

SAN FRANCISCO, Sept. 25.—Education of the public in its viewpoint on income protection, raising the standards of those who sell this form of insurance and agency qualification were among the principal subjects at the annual joint meeting of the Accident & Health Managers clubs of Los Angeles and San Francisco held here Sept. 20.

In the principal address of the session which was delivered by J. P. Collins, president of the National Association of Accident & Health Managers Clubs, the need for extermination of unethical practices, education of the public to a better understanding of what accident and health insurance really is and the value of the national body were the outstanding topics. Mr. Collins told of the growth of the National association, pointing out that at present there are 14 member associations over the country and that 11 more are being organized.

Mead Proves Optimistic

Dwight Mead of Seattle, regional vice-president, who has spent 25 years in health and accident work, stressed qualities necessary for success, pointing out that managers must select a high type of salesmen. He sounded a note of optimism, saying that accident and health business is less affected than other lines by the business depression, if it is sold as "income protection."

"Income protection deserves a prominent place in the field of insurance," said Chatham Burt, secretary Seattle club, speaking on "Accident Insurance—Its Place in the Insurance World." Only three percent of the incomes of the country are protected through accident and health insurance, he said, whereas 85 percent of the real property is covered and 10 percent of life values. "The field for this form of protection is inexhaustible," he said. Mr. Burt spoke strongly in favor of agency qualification.

Babcock Is a Speaker

C. D. Babcock, editor of the "Pacific Underwriter," spoke on "Social Insurance."

The following discussions were led by: W. B. Burge, Ocean Accident, San Francisco "Standard Form Policies;" E. W. McGary, United States Fidelity & Guaranty, Los Angeles, "Over Insurance;" George Johnson, United States Fidelity & Guaranty, San Francisco, "Unethical Competition;" H. L. Burford, Continental Casualty, Los Angeles, "Renewal Commissions to Casual Producers;" H. F. Thompson, National Casualty, Los Angeles, "Educational Publicity."

In his discussion of "Over-insurance," Mr. McGary pointed out the distinct difference which exists between total and permanent disability on a life policy and accident and health protection, deploring the confusion regarding this which exists in the minds of the public. It seemed to be generally agreed that insurance in excess of 80 percent of a man's earning power should not be granted on accident and health lines.

Thompson Elected President

Harry F. Thompson, National Casualty, Los Angeles, was elected president of the state association, succeeding R. B. Oshier, who presided at the San Francisco meeting. W. E. Leiby of Behrendt-Levy-Rosen, Los Angeles, was elected secretary.

George Johnson, assistant manager, United States Fidelity & Guaranty, San Francisco, was chosen as a delegate to represent the San Francisco and Los

Southern Executive Speaks on Building an Organization

SQUARE DEALING ESSENTIAL

President Craig of National L. & A. Gives Inspired Address Before Industrial Insurers Conference

C. A. Craig, president National Life & Accident, Nashville, Tenn., gave an unusually fine address on "Building an Organization" at the annual meeting of the Industrial Insurers Conference in Chicago last week. It was a particularly able presentation of this absorbing subject in view of the fact that press of business prevented Mr. Craig from preparing his talk until the night before it was delivered, but he emphasized that it was on a question in which he had been vitally interested for more than a quarter of a century.

"The foundation, which is the first and most important part of building anything, will stand the test of time if it is sound," he said. "A sound insurance company foundation will stand the test of industrial and financial depression. It must be built on absolute boundless and enduring confidence in the management. An agency organization to be effective must be completely and combatively loyal, and the men who are worth while cannot be made loyal by pretense."

Squareness of Management

"There must be a fixed, unalterable and unchanging squareness on the part of the management. Such a foundation cannot be built in a day, but it may be destroyed almost in a moment. Any winking at things that are unfair or methods that are not absolutely square can wreck the organization very quickly. Certainly no man can with honor discipline another man for following his example."

"It is through district agency managers that the force is built. These managers are the company in their field and by them is the company judged. Its character is in their hands. They should be selected with these things in mind."

"Too often are we tempted to select a man solely on account of his ability to get business. Business thus gotten has in the end proven not worth the cost. Character is the first consideration, but also important are resourcefulness, evenness of temper, ability, etc."

Questions Experience Factor

"We are slowly getting away from employing a man because of his past experience. I believe that should be something for which he should have to explain. To engage failures of other companies is to bring failure into our own ranks. The leopard may change his spots, but I have never seen it done. The same thing is true of employing men who have bad ethics."

"We must see that the agencies we have created for training a new man do not fail him. He may make a good superintendent or executive, or even, sometime, president of his company. No man should be permitted to fail who has in him such capabilities."

Angeles clubs at the convention of the National association in Detroit next June.

The meeting closed with a stag banquet at which John H. Schively, secretary Insurance Federation of California, was toastmaster. The next joint meeting of the two associations will be in Los Angeles in September, 1931.

September "President's Month"

September is "President's month" in the Royal Union Life of Des Moines in honor of President A. C. Tucker.

Sales Showing Sharp Decline

August Figures Present a Decrease of Over 10 Percent

YEAR SO FAR IS AHEAD

All Sections Except the Pacific Coast Are Affected by the General Depression

The Life Insurance Sales Research Bureau finds that the life insurance business was one of the last to be affected by the general economic depression which caused so many industries to record consistent losses during the first months of 1930. Ordinary life insurance sales continued to gain up to and including April. In May records of sales showed a slight decrease which was also felt in June and July. Figures which have just been compiled for August show a much more pronounced decrease. The country as a whole average a 10.4 percent loss. This large decrease was not influenced by any particular section but was the result of a general decline throughout the country. In fact, every section, except the Pacific states which showed a 1 percent monthly increase, contributed to the general decline. Only four states showed increased sales when compared to August, 1929, these four in order of percentage increase were the District of Columbia and Florida, Maine and California.

Figures for Eight Months

The bureau says: "When we consider the first eight months, ordinary life insurance shows an increase. The volume of insurance sold in the first eight months is 1 percent larger than the volume paid for in the same period of 1929. The Pacific states still continue to show the largest gain but the West North Central and Middle and South Atlantic also show a gain during this period. In contrast to only four states for August, for the eight-month period, 23 states are ahead of their 1929 volume and three states just equal what they paid for in the first eight months of 1929."

The following figures show the monthly and year-to-date status of ordinary life insurance when compared to the corresponding period last year. The Research Bureau's figures are based on the experience of 78 companies which have in force 88 percent of the legal reserve ordinary insurance outstanding:

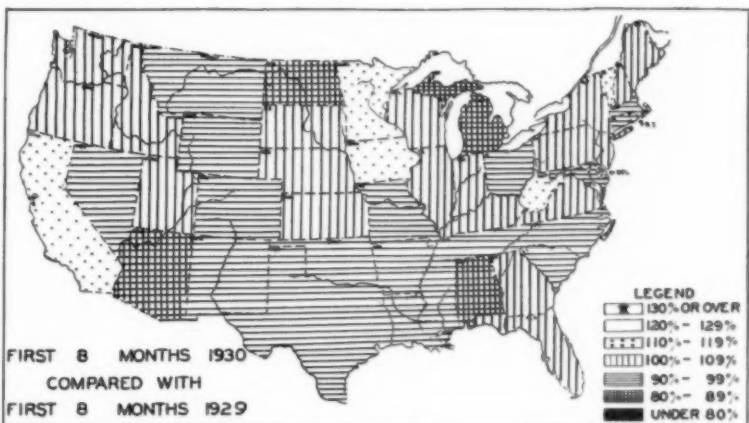
	8 Mos. August	8 Mos. August
	Sales	Sales
	101%	90%
United States Total	99	91
New England	102	92
Middle Atlantic	98	86
East North Central	105	87
West North Central	102	91
South Atlantic	97	86
East South Central	92	82
West South Central	98	86
Mountain	108	101
Pacific		

In addition to the above figures the Research Bureau has figures for the 12-month period which ended Aug. 31, 1930. This period shows a gain of 3 percent over the preceding year. Only one section, the west south central, failed to equal their production in the preceding 12 months. The New England and east south central just equalled their production of the preceding year, while the other sections recorded increases.

Stick to the Company

The leaders of the Lincoln National Life in paid business personal production for a period ten years ago are still under contract, with the exception of two men. The eight men left are still big producers with the field force.

Sales for First Eight Months of 1930



—Life Insurance Sales Research Bureau.

De Barry & Associates Extends Its Conservation Activities

De Barry & Associates, Chicago insurance counselors and conservation experts, is extending its conservation activities to include legal reserve companies. De Barry & Associates have met with much success as a service organization and placed \$35,000,000 of fraternal business on a sound actuarial basis in 1929. The organization employs about 50 full time men in its work.

De Barry & Associates will not only reclaim lapsed policies but will endeavor to get liens and loans repaid. In the case of paid up and extended insurance contracts De Barry & Associates will get the individual to take out a premium paying policy.

The high lapse ratio due to depression and the inability of policyholders to repay the loans made on their policies last fall when the stock market slumped creates a great need for reclamation service. There are also policyholders who are not being properly serviced by the company representatives because of the high turnover of agents. De Barry & Associates through its nationwide organization will be able to service these neglected policyholders.

Hugh Hart Says Business Depression Will Not Last

DENVER, Sept. 25.—There will be no long business depression in the United States because the country has too much consuming power, raw-material resources and business brains. That opinion was expressed here this week by Hugh D. Hart, vice-president of the Penn Mutual Life, who came to Colorado to attend the annual convention of field representatives.

"My assumption is based on business conditions as reflected in the insurance business," he said. "The life insurance industry as a whole is ahead of the banner sales of last year, a remarkable fact, demonstrating plenty of money is available, and that people are seeking safety in their investments."

"Favorable indications are the fine condition of the money market, with low interest rates and the strong cash position of most of our great corporations, placing the country in a strong position for expansion when the time is ripe for larger business volume."

"After all, we have been passing through a period of business adjustment, which means a period of preparation for sounder and better conditions. Better days are certainly ahead, not necessarily boom days, but a more sober, sustained and sound economic condition in whose prosperity everybody will share."

Unemployment Insurance Suggestions Are Solicited

NEW YORK, Sept. 25.—The four largest life companies in New York City have been asked to give their position and suggestion for the handling of unemployment insurance, in a query addressed by the New York State Economic Council to the Metropolitan Life, Mutual Life of New York, Equitable Life and New York Life. Seeking to forestall government or even compulsory insurance of this type, as seems imminent from several campaigns now under way and the promise of Governor Roosevelt for the next legislature, this council of employers in the state has asked the insurance companies to aid in every way possible in forming a constructive program to offer as an alternative.

Two specific questions are asked in the letter, first, to what extent can the problems of loss of income from death, sickness, accident, old age and unemployment be solved by insurance, and, secondly, what facilities are now offered by the insurance companies for each of these coverages.

Address Big City Agencies

J. J. Seide, director of publicity for the Security Mutual Life of Binghamton, N. Y., prior to attending the Insurance Advertising Conference at Milwaukee, will visit Chicago, Milwaukee and other agencies giving a talk on "Planned Selling—the Tonic for Profits." Mr. Seide produced a life insurance program book about a year ago that attracted considerable attention.

Record Time in Settlement

Another record has been established by the United Pacific Life. In less than 12 hours elapsed time the company made payment to the beneficiary of the first of its founder's policies to mature. The initial policy matured through the death of Lorne W. McCandlish, assistant manager of Logan & Bryan, Seattle, whose death occurred at 4:30 a. m. Friday morning. By 3:30 p. m. of the same day, Mrs. McCandlish, beneficiary, was in receipt of a check for the face value of the policy. H. O. Fishback, Jr., vice-president of the company, for 15 years insurance examiner for Washington, stated that the settlement represented the most expeditious of any case in his experience.

Lon Chaney's Insurance

It is stated that more than half of the \$500,000 estate left by Lon Chaney, the motion picture actor, who recently died, was in life insurance. He carried \$275,000.

Great Gathering of Field Staff

Union Central Holds What Probably Is Last General Convention

OPTIMISM IS DOMINANT

Company Announces Regional Meetings in Future and Formation of \$500,000 Club

Probably the last large general convention of agents which the Union Central will hold took place in Cincinnati at the home office Thursday, Friday and Saturday of last week. The company will hereafter hold several regional conventions at carefully selected resort locations, chosen both for convenience and physical attractiveness, during September each year and these will supplant the now more or less obsolete general conventions of the larger companies. The regional plan has been adopted as having the advantage of bringing the educational and inspirational message to a much larger number of agents and at a lower cost per man.

Another interesting announcement at Cincinnati was formation of the \$500,000 Club, which will be the premier active field organization of the Union Central, although the honorary "millionaire" group will be maintained. Its members will be the company's guests at a special conclave each year to be held in nationally known resorts and recreational places.

New Club Is Big Goal

The \$500,000 Club will be a mark of distinction toward which every Union Central agent may aspire and offers an opportunity for producers in the higher brackets to foregather and discuss their common problems under the most auspicious circumstances. The club members will be able to study specialized problems which confront large producers. These annual get-togethers promise to be the most brilliant and enjoyable of all Union Central meetings.

The first annual meeting of this club will be held at some resort in Florida in February. The company already has some 25 men who are in the half million class or better, and it is expected that the first meeting may have an attendance of 35, or even more. In the \$1,000,000 group there are now four names, of which three are of salesmen in the Cincinnati general agency. Thus Joseph P. Devine, home office manager, is continuing his record made in Texas in developing large producers.

President Clark in Review

John L. Shuff, Union Central director, opened the three-day session Thursday morning with a welcoming address. He introduced the presiding officer for the morning, President Jesse R. Clark, Jr., who briefly reviewed the company's history and emphasized its strong financial condition. The Union Central now has \$1,600,000,000 insurance in force.

President Clark is genial, quiet and affable. He is entirely without bombast, an executive of sound judgment in the departments of both insurance and finance, and has had a long and valuable experience with the company. Under his direction every department has been strengthened and each department head is given responsibility and the opportunity to develop it to the highest possible point. Mr. Clark has won the confidence and support of the organization, both in home office and field.

(CONTINUED ON PAGE 12)

Claim Expense Is Troublesome

Industrial Insurers' Conference
Holds Executive Session on
This Subject

URGE WEEK ELIMINATION

Debate on Mounting Ratio Overshadows
All Other Topics at Chicago—
Officers Reelected

Deliberations of the Industrial Insurers Conference at the annual meeting in Chicago last week centered largely about the troublesome problem of a disability claim ratio on health and accident which has risen steadily from 30.45 percent in 1910 to 39.74 percent last year, and which in the first six months this year stood at 41.56.

This oppressive situation, which was

touched on seriously by President George R. Kendall, Washington Fidelity National head, in his annual address, brought an executive session devoted almost exclusively to consideration of ways and means to reduce the claim ratio.

Urge One-Week Elimination

In the open session several speakers previously had commented on the problem, expressing the opinion that the conference companies must eliminate the first week of indemnity. It appears there is no pro rata clause in conference contracts and as a result companies find some insureds have obtained several policies with health and accident benefits far exceeding their income.

Attempts have been made in the past to incorporate a pro rata clause in conference policies, but there have been sufficient objections to defeat this movement up to the present. Difficulties of the conference members on health and accident, it is said, are largely due to their industrial method of writing. There is a growing suspicion in the conference that industrial health and accident will never be profitable, due to the general class of assureds and the growing trend toward malingering.

The report of the statistical committee delivered by J. R. Leal, Inter-State Life & Accident, summarized results.

Of the 30 companies reporting, two had no health and accident, eight had sick claim ratio in 1929 less than 35 percent, nine between 35 and 40 percent, six between 40 and 45 percent and five above 45 percent. Death claim ratios were more favorable, being slightly higher for health and accident in 1929 than in 1928, but lower for industrial life business.

Premium income of reporting companies on industrial life and endowment for the first six months this year was set at \$11,896,801 and death claims \$2,971,999, or 24.98 percent, more than 3 percent decrease from the same period last year.

In the last 20 years the members' health and accident business has increased from \$3,520,331 premiums in 1910 to \$38,233,962 last year. There was almost \$1,000,000 increase in the six months this year over the same period last year, the companies receiving \$18,453,484 against \$17,713,471 the first half of 1929.

But claims on this business have increased from \$1,071,930 in 1910 to \$16,192,495 in 1929. Health and accident disability claims the first half of this year were \$7,670,065 as compared with \$7,575,485 in the same period last year. Death claims for the two respective periods were \$1,393,290 and \$1,368,986. Total claim ratio on health and accident was 49.11 percent the first half of

this year, as against 50.50 percent the same period last year. Virginia led with 46.4 percent last year and Alabama was next with 45.3 percent.

P. M. Estes, general counsel Life & Casualty, Nashville, Tenn., responded to the address of welcome by Ellis McFarland, representative Chicago association of commerce. Secretary-treasurer G. W. Munford, secretary Home Security, Durham, N. C., read the minutes; A. D. Johnson, secretary United of Chicago, reported as chairman of the entertainment and membership committees.

Commissioner Clarence C. Wysong of Indiana, president National Convention of Insurance Commissioners, spoke the second morning in one of his public utterances since being elected at Hartford. He sounded the keynote of the commissioners convention in his statement that an insurance superintending official is not the "king" selected to bait corporations or to be a demagogue of the public, but "solely to see that companies and individuals sell insurance properly and are sound."

Hints Conservative Policy

Commissioner Wysong's statement at Chicago is taken to intimate a conservative policy among the commissioners in regard to the investigation of acquisition cost in fire, casualty, surety and other lines.

William J. Bradley, publicity manager Home Life of Philadelphia, gave an interesting address on "Stimulating Sales with Sales Folders," telling of recent sales efforts throughout the field with folders and bulletins which brought remarkable results.

F. J. Peebles, comptroller Life & Casualty, gave a valuable talk on "Home Office Records as an Aid in Field Management." He told of a system which he devised and which is used by his company, calculated to measure current results from month to month. An accounting machine is used in summarizing managers' reports. Agents' progress record sheets are obtained as a by-product.

H. T. Dobbs, vice-president Industrial Life & Health, spoke on "The Salary Contract vs. Commission and Times Contract." His address was presented in part in THE NATIONAL UNDERWRITER of Sept. 18 and 19.

J. F. Maine, superintendent of industrial agents London Life, London, Can., was presented to the conference.

The entire present staff was reelected the third day. The vice-president is A. B. Langley, vice-president Carolina Life, Columbia, S. C., and Mr. Munford remains secretary-treasurer. There was a change made in the executive committee from seven to eight members.

J. W. Scherr, president Inter-Ocean Casualty, Cincinnati, O., went off the committee headed by E. T. Burr, actuary Durham Life, Raleigh, N. C., and two new members were named, J. R. Leal and Peyton W. Jones, secretary-treasurer, Bankers Life & Health, Macon, Ga. The officers are members ex officio.

J. F. Ramey, secretary Washington Fidelity National, gave a paper on "Elimination of First Week Disability," and was followed on the same subject by A. D. Johnston.

"There are two principal diseases in this conference," the latter said, "Lap-sitis and Claimitis."

"I believe if any company would analyze its weekly industrial health and accident claims it would find 50 to 60 percent are for one week only, and mostly for high sounding ailments which are really trivial, such as common colds. In other words, we are giving unemployment insurance without charging for it, and the bill is being paid by the rest of our policyholders whom we should protect." He advocated a one-week elimination period.

C. A. Craig, president National Life & Accident, Nashville, gave a fine address on "Building an Organization." Mr. Jones of the Bankers Health & Life spoke on "Claim Associations" in the executive session. There was a report

(CONTINUED ON PAGE 22)



EDGEWATER BEACH HOTEL

ON LAKE MICHIGAN—5300 BLOCK SHERIDAN ROAD

CHICAGO

This hotel has served in convention and conference sessions, more than FIFTY outstanding insurance organizations; TWENTY-THREE of them having met in the hotel more than once.

EDGEWATER GULF HOTEL

(Under same management, open November to May)

on the Mississippi Gulf Coast at Edgewater Park near Biloxi and Gulfport
In four seasons of operation has accommodated FOURTEEN insurance groups

For detailed information address: W. M. DEWEY, Managing Director

OUTSTANDING HOTELS FOR INSURANCE CONVENTIONS

Penn Mutual Life Had Its Annual Agency Convention

HOME OFFICE PEOPLE ATTEND

Number of Live Talks Were Given by Officials and Men in the Field

The Penn Mutual is this week busy with conventions in Colorado Springs. The field convention was held on Monday, Tuesday and Wednesday, and the annual meeting of the Penn Mutual Agency Association follows in the last three days. These officers from the home office were in attendance: Vice Presidents Hugh D. Hart and J. V. E. Westfall; George R. White, actuary; Vincent B. Coffin, director of education; J. H. Jefferies, agency secretary; Wallis Boileau, Jr., assistant to the vice-president; Stewart Anderson, manager of the bureau of field service; D. Bowd Slatery, manager of the direct mail department; Malcolm Adam, superintendent of applications; Wm. D. Jones, assistant auditor; and James A. Preston, William A. Conway, S. F. Thompson, Osborne Bethea, Edwin F. Norene, John E. Gibbs, members of the educational department. John A. Stevenson, member of the home office, was a prominent member of the party.

Women Agents Met

There were three sessions, one each morning and in the afternoons there were many small group meetings and consultations. For example, the women agents had a conference at 2:30 on Monday afternoon, with discussions of topics of special interest to the women sellers of life insurance. On Monday evening there was a dinner of the graduates of the company's five agency building schools for general agents and supervisors. On Tuesday morning Vice-President Hugh D. Hart was host at a half million dollar breakfast. This was attended by agents who had delivered \$500,000 or more during the convention year.

Holgar J. Johnson, general agent at Pittsburgh, was chairman of Monday's session. J. Elliott Hall, general agent, New York City, read a message sent by President William A. Law, who was detained in Philadelphia by pressure of business.

Vice President Hugh D. Hart briefly outlined the Penn Mutual's plans and immediate goal, his subject being, "Our Penn Mutual Ambition."

Vincent Coffin in Charge

Next came a feature that was thoroughly entertaining and was finely instructive. The Penn Mutual during the last three years has held many three day schools throughout the country for the instruction of agents in modern methods of salesmanship. A representation of such a school was given for the benefit of the 800 agents. Vincent B. Coffin, director of education, was in charge. Twenty Pennmutualists from the convention floor had a part. There were sales demonstrations made by members of Mr. Coffin's department—Messrs. Conway, Thompson, and Bethea, with Edwin F. Norene, another member of the department, as the prospect. These demonstrations were followed by an analysis of them by Messrs. Preston and Gibbs, also members of the educational department, and the school ended with inspirational comment by Director Coffin.

Westfall Was Introduced

Manuel Camps, Jr., general agent at Providence, held the chairman's reins on Tuesday morning. Vice-President J. V. E. Westfall, one of the newer officials was introduced to his field associates and discussed the principles of underwriting which govern the work of his department.

B. F. Shapro, general agent at San Francisco, who is a newcomer to the

Penn Mutual, responded with "The Money Bag Presentation." This sales talk was Mr. Shapro's own creation, and in his agencies at San Francisco he and his associates have used it with remarkable success. He gave the complete talk with a history of it and some supplemental comment.

Stevenson Gave a Talk

The closing item of the morning's program was an address by John A. Stevenson, manager of the home office agency, on "The Underwriter's Opportunity in the Penn Mutual—the Present; the Future."

The closing session, Wednesday morning, had for its director Frank H. Davis, western production manager. There were three features. The first was a playlet entitled: "Pennmutualists Unmasked," written by Vice-President Hart, Director of Education Coffin, and Home Office Representative Gibbs. The aim was to show the efficient agent and the inefficient agent, by depicting each type, in his home with his wife, in his office with his general agent, and selling insurance in the field. The prologue was given by Stewart Anderson, manager of the bureau of field service. The actors were the following general agents: Alexander E. Patterson, Chicago; Harry W. Albright, Albany; Rene

Many Candidates for Post Held by Wysong

There is much speculation in Indianapolis as to whether a successor will be selected to Clarence C. Wysong, Indiana commissioner whose term expires Oct. 1. Governor Leslie has given no intimation as to his intentions. Friends of some politicians are going to the front for them, however. Mr. Wysong is not making any statements as to whether

P. Banks, Spokane; David B. Adler, New York City; Leon W. LaBounta, Minneapolis; Samuel G. Buckner, Grand Rapids; W. Stanton Hale, Atlanta, together with Miss S. Margaret Landis, Harrisburg, Pa.; Carleton L. Staples, New Bedford, Mass.; and Forest L. Curry, Spokane.

The final address was made by Vice-President Hart. Mr. Hart, item by item, recited the various noteworthy accomplishments of the agents during the last three years. He outlined the hopes of the executives for future achievements and he closed with a description of the ideals which should characterize every Pennmutualist and every life underwriter.

he has been asked to remain. At the annual meeting of the National Convention of Insurance Commissioners at Hartford, he was elected president, and there are many of his friends who say that had he not had some inkling he would be reappointed he would not have accepted the position.

Those Being Mentioned

Among those whose candidacy has been sponsored by friends is Dell Blackburn of Evansville, former state senator and an insurance agent. During his service in the senate, he sponsored several measures designed to strengthen the insurance laws of the state.

Another being mentioned is Bert Fuller, Indianapolis insurance agent, who served as the governor's manager during the 1928 campaign. Miles J. Furnas, Winchester insurance agent, is another whose name has been proposed. He is a candidate for the house of representatives and is chairman of the legislative bureau of the Republican state committee.

In some quarters it is believed the governor will take no action at all, continuing Mr. Wysong, at least until after the coming session of the legislature which convenes in January.

BUY YOUR 1931 CALENDAR NOW. SEE PAGE 10.

GUARANTEERING HIGHER EDUCATION



Royal Union Life Building
Cor. Seventh and Grand Ave.
Des Moines, Iowa

As another school year begins, it seems fitting that we once more call attention to Royal Union's modern and complete line of Juvenile Policies guaranteeing funds for higher education.

Our Juvenile Policies, equipped with a special Waiver of Premium benefit, provide the necessary college money, whether the premium payor lives, dies, or becomes permanently and totally disabled.

Written from date of birth up, and on the non-medical plan. Full benefit at age five.

Our salesmen are finding these Children's Policies fast sellers.

ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA

A. C. TUCKER, President

Millionaire Policyholders in the Life Insurance World

(REPRINTED BY PERMISSION FROM THE PROMINENT PATRONS NUMBER OF THE "SPECTATOR")

In its special issue giving prominent patrons of insurance, the "Spectator" of New York presents a list of millionaire policyholders, showing 364 prominent people in the United States and Canada who carry over \$1,000,000 insurance. They are as follows:

Pierre S. Du Pont, Wilmington, Del.	\$7,000,000
John C. Martin, Philadelphia	\$6,540,000
William Fox, New York	\$6,500,000
Herbert L. Dillon, N. Y.	over 6,000,000
Frederick B. Patterson, Dayton, Ohio	\$5,480,500
Joseph M. Schenck, New York	\$5,250,000
Jesse Lasky, New York	\$5,000,000
Adolph Zukor, New York	\$5,000,000
Frank P. Book, Detroit	\$5,000,000
Herbert V. Book, Detroit	\$5,000,000
J. Burgess Book, Detroit	\$5,000,000
James H. Rand, Jr., Buffalo	\$5,000,000
William Ziegler, New York	\$4,500,000
Charles Stewart Mott Foundation, Detroit	4,356,500
Ralph Jonas, Brooklyn	4,290,000
Marshall Field III, Chicago and New York	over 4,000,000
C. F. Kettering, Dayton, Ohio	\$4,027,370
William R. Coe, New York	4,000,000
T. E. Hambleton, Baltimore	4,000,000

A. H. Landwehr, Holland, Mich.	3,850,000
Snellenburg & Co., Philadelphia	\$3,500,000
Mrs. Henry E. Yeiser, Cincinnati	3,250,000
James M. Hoyt, New York	3,175,000
Benjamin Winter, New York	3,100,000
Joseph P. Day, New York	3,050,000
Jay C. Hills, Chicago and Boston	3,022,000
Floyd L. Carlisle, N. Y.	over 3,000,000
Herbert J. Yates, N. Y.	over 3,000,000
Edward M. Harris, Philadelphia	3,000,000
Rogers Caldwell, New York and Nashville	3,000,000
James A. Chapman, Tulsa	3,000,000
Dr. Nicholas C. Partos, N. Y.	\$3,000,000
Charles Webb's Sons, Philadelphia	3,000,000
Julius Fleischman, Jr., Cincinnati	3,000,000
Percy A. Rockefeller, N. Y.	3,000,000
Mrs. Mollie Newbury, Chicago	\$3,000,000
Mrs. E. G. Burkham, St. Louis	3,000,000
James C. Penney, N. Y.	\$2,830,000
Joshua Cosden, Baltimore and New York	2,804,000
Mottly Eltington, New York	\$2,510,000
Jacob Weikel, Atlantic City	\$2,500,000
E. E. Bensinger, Chicago	\$2,500,000
O. Y. Schneringer, Chicago	\$2,500,000
Alex M. Scales, Greensboro, N. C.	2,500,000
L. R. Smith, Milwaukee	\$2,500,000
P. P. Cowans, Montreal	2,500,000

Walter W. Head, Chicago	\$2,500,000
Harry M. Warner, New York	\$2,500,000
Mrs. Marshall Field III, Chicago	2,500,000
Charles F. Noyes, New York	\$2,485,000
Hunter L. Gary, Kansas City, Mo.	2,435,000
Samuel L. Rothafel, New York	\$2,401,200
Frederick S. Ruth, New York	\$2,425,000
George K. O'Donnell, New York	2,300,000
John McE. Bowman, New York	\$2,260,000
Charles R. Blythe, San Francisco	2,250,000
John A. Carroll, Chicago	2,150,000
Col. Luke Lea, Nashville	\$2,127,444
Alexander I. Hussey, N. Y.	2,103,000
C. F. Williams, Cincinnati	2,100,000
Henry Mandel, New York	\$2,100,000
Donald Woodward, Le Roy, N. Y.	2,100,000
Fred J. Fisher, Detroit	2,025,000
George E. Merrick, Miami	\$2,018,500
Seymour Knox, Buffalo	2,000,000
Irving L. Isaacs, N. Y.	over 2,000,000
Albert M. Greenfield, Philadelphia	over 2,000,000
A. F. Adams, Kansas City, Mo.	over 2,000,000
Frederick N. Rix, Hot Springs, Ark.	\$2,000,000
W. Irving Moss, New Orleans	2,000,000
Arthur J. Morris, Albany, N. Y.	2,000,000
David Stern, Philadelphia	\$2,000,000
Sydney Shoenburg, St. Louis	2,000,000
E. W. Marland, Ponca City, Okla.	2,000,000
Morris White, New York	2,000,000
John Barrymore, New York	2,000,000
Walter Schroeder, Milwaukee	over 2,000,000
Walter Strong, Chicago	\$2,000,000
R. A. Long, Kansas City, Mo.	\$2,000,000
Clarence H. Mackay, New York	2,000,000
Julius Rosenwald, Chicago	2,000,000

Hanover Shoe Factory, Hanover, Pa.	\$2,000,000
Pratt E. Tracy, Toledo, Ohio	1,985,000
W. M. Burgess, Omaha	1,900,000
George Brandeis, Omaha	\$1,840,000
Edwin S. Jordan, Cleveland	\$1,800,000
B. C. McClellan, New Orleans	\$1,800,000
Harry Dunn, New York	1,800,000
Richard H. Webber, Detroit	1,800,000
John N. Willys, Toledo	\$1,800,000
Louis F. Swift, Chicago	1,800,000
Cecil B. DeMille, Los Angeles	\$1,750,000
C. Wilbur Miller, Baltimore	1,750,000
Arthur Reis, New York	1,750,000
Victor H. Hanson, Birmingham	\$1,775,000
Walter M. Murphy, Los Angeles	1,732,500
Edwin F. Greene, Boston	1,600,000
Theodore Swann, Birmingham	\$1,505,000
Norman A. Perry, Indianapolis	1,600,000
Jack Kaplan, New York	1,600,000
Gov. Frank G. Allen, Boston	1,500,000
Martin L. Davey, Kent. Ohio	\$1,500,000
J. K. Lilly, Jr., Indianapolis	\$1,500,000
Harold C. Keith, Brockton	\$1,500,000
M. B. Skagg, Oakland, Calif.	over 1,500,000
George E. Nicholson, Kansas City, Mo.	1,500,000
Jay R. Monroe, Orange, N. J.	\$1,500,000
Doherty Silk Mills, Paterson, N. J.	\$1,500,000
Nathan S. Jonas, Brooklyn	\$1,500,000
Cristian R. Lindback, Philadelphia	\$1,500,000
Martin M. Pearlman, Philadelphia	1,500,000
Morris L. Clothier, Philadelphia	\$1,500,000
Alfred Decker & Cohen, Chicago	\$1,500,000
Charles E. Mitchell, New York	\$1,500,000
Collins & Aikman, Philadelphia	\$1,500,000
Irvin S. Chanin, New York	\$1,500,000
Henry I. Chanin, New York	\$1,500,000
A. B. Banks, Little Rock	\$1,500,000
Lit Brothers, Philadelphia	\$1,500,000
James C. Colgate, New York	\$1,500,000
Gimbel Brothers, Philadelphia	\$1,500,000
William Wrigley Jr., Chicago and Los Angeles	1,500,000
H. H. Rogers, Jr., New York	1,500,000
Edgar L. Marston, New York	1,500,000
Fred F. Brewster, New Haven, Conn.	1,500,000
Chimney Rock Motors, Inc., Lake Lune, N. C.	\$1,500,000
J. W. Bettendorf, Bettendorf, Iowa	1,500,000
Mortimer Davis, New York, N. Y.	1,500,000
Abe Plough, Memphis, Tenn.	\$1,500,000
Max N. Nalanson, New York	1,500,000
George E. Nicholson, Kansas City, Mo.	1,500,000
Paul Schoelkopf, Buffalo, N. Y.	\$1,500,000
Albert Warner, New York	\$1,500,000
J. M. West, Houston, Texas	1,453,500
Alfred C. Fuller, Hartford	1,450,000
William Candler, Atlanta, Ga.	1,385,000
Percival E. Foerderer, Philadelphia	1,370,000
E. J. Nolan, Los Angeles	1,350,000
C. J. Jones, Dallas, Texas	1,350,000
Clarence E. Lint, Dallas	1,338,000
Joseph Paterno, New York	\$1,300,000
Roy E. Tilles, New York	1,300,000
Ed. Frost, Shreveport, La.	1,300,000
Walte Phillips, Tulsa, Okla.	1,290,000
Edwin H. Krom, New York	\$1,280,000
Edward J. Young, Madison, Wis.	\$1,265,000
Joseph Keaton, Los Angeles	\$1,250,000
John H. Jones, Mobile, Ala.	1,250,000
Axel H. Louquist, Chicago	1,250,000
Otis Skinner, New York	1,250,000
Dr. I. H. Leggett, Ottawa, Ont.	1,250,000
Frederick H. Deacon, Toronto	\$1,250,000
Joseph Himes, Washington	\$1,250,000
Harold L. Arnold, Los Angeles	\$1,225,000
Forest D. Dorn, Bradford, Pa.	1,213,370
Edward Landreth, Breckenridge, Texas	1,200,000
C. Jackson Booth, Ottawa, Canada	1,200,000
Stuart Gammill, Jackson, Miss.	1,200,000
Harvey S. Firestone, Akron, Ohio	\$1,200,000
Chas. E. Virden, San Francisco	\$1,200,000
Chas. E. Walsey, New York	1,200,000
Robert Ducaes, New York	1,200,000
Dr. Benjamin J. Palmer, Davenport, Iowa	\$1,200,000
Doris Bernard, Philadelphia	\$1,200,000
S. B. Hatch, Toronto	\$1,200,000
J. P. Abney, Greenwood, S. C.	1,200,000
Edmund I. Kaufman, Washington, D. C.	1,200,000
E. Lansing Ray, St. Louis	1,200,000
José L. Reyes, Havana, Cuba	1,200,000
Raymond V. Adams, Indianapolis	1,200,000
J. Rogers Flannery, Pittsburgh	\$1,152,500
Col. E. O. Thompson, Amarillo, Texas	1,148,000
William J. Cox, New York	\$1,141,500
F. Harold Johnston, Bradford, Pa.	1,130,000
Frank A. Vanderlip, New York	\$1,130,000
Arthur Stebbins, New York	\$1,125,000
Marie S. Smith, Kansas City, Mo.	1,113,000
Adam Vogt, Louisville	1,105,000
Alba B. Johnson, Philadelphia	1,100,000
Eric G. Gunstrom, Chicago	1,100,000
Harry H. Rogers, San Antonio	1,100,000
Charles R. Bell, Los Angeles	1,100,000
William C. McDuffie, Los Angeles	1,100,000
Ray E. Adams, Indianapolis	1,100,000

(CONTINUED ON LAST PAGE)

COMMONWEALTH CORDIAL CO-OPERATION

WRITING:

Property
Investment
Guaranteed
Income
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Guaranteed
Accumulation
Educational
Junior 20 Pay
Term
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A slogan and trade mark of an unusual service given agents of this company . . . a service that provides a definite working plan . . . a service given freely and unstintingly . . . a service that enables agents to find opportunity and prosperity in this company . . . a service that will start you on the road to success . . . a distinctive service you should inquire about today.

I. Smith Homans, Vice-President

**COMMONWEALTH
LIFE INSURANCE CO.**
LOUISVILLE KENTUCKY

Sykes in Entertaining Talk to San Francisco Managers

GIVES POINTERS TO SUCCESS

Fidelity Mutual Executive Lists Factors to Be Considered in Selecting Agency Personnel

Half the world is standing around waiting to be told what to do, Frank H. Sykes, vice-president Fidelity Mutual Life, Philadelphia, said at a luncheon of the San Francisco General Agents & Managers Association. He said a person hoping to make a success in life insurance needs confidence, and that if one gives the impression of knowing one's business the rest of the world is willing to take notice. He spoke on "Signboards to Somewhere," pointing out the signs that one must look for in a man when choosing agency personnel. He listed the qualities necessary as frankness, resourcefulness, industry, stability, confidence and optimism.

Demands Frankness First

"First of all a man must be frank," he said. "He must be willing to meet you half way. He must be willing to tell you things you should know if you are to help him." Resourcefulness in terms of constructive imagination, the ability to look at a problem in a different way, he termed as being among the most important qualities leading toward success. "I would rather have a man with 15 percent brains, and 85 percent industry than one of the opposite ratio," he said. "The brilliant man who is too lazy to work won't get far. I would rather have a genuine jackass than an imitation lion."

The association passed a resolution favoring the candidacy of Charles C. Thompson, Metropolitan Life manager at Seattle, for the office of first vice-president of the National Association of Life Underwriters.

SMITH WITH METROPOLITAN

Emerson Smith for the past 16 years associated with THE NATIONAL UNDERWRITER and since 1929 its eastern manager with New York headquarters has entered the service of the agency division of the head office of the Metropolitan Life. In the past he has made an intensive and intelligent study of life insurance contracts and sponsored a number of the standard publications dealing with the life business issued by THE NATIONAL UNDERWRITER.

Additional Million Is Issued on Life of New York Man

Issuance of an additional \$1,000,000 of insurance, bringing his total to \$3,000,000, makes Henry Mandel, builder of the London Terrace development in New York City, who is now engaged in putting up several lofty apartment buildings on lower Seventh avenue, one of the most heavily insured men in the real estate field. Two million dollars of this total has been in force for some time. The third million has just been placed and it is understood that most of the leading companies of this country and Canada are underwriting the risk. The entire amount was placed by the Seventh Avenue Holding Corporation, the combination holding more than a dozen properties between 15th and 23rd streets, which Mr. Mandel has purchased in the last few years for the building of apartments. In the event of his death before payment of the notes given in purchase of these properties, the insurance will be used to pay them. The latest million dollars was not placed through any single agency.

Reinsurance Department Will Be More Aggressive

PLAN OF THE SECURITY LIFE

Effort Will Be Made to Stimulate Business and Form Friendly Contacts with Companies

The Reinsurance Life of America with head office in Chicago has now been taken over by the Security Life of that city and its office is being continued as the reinsurance department of the Security Life. President M. J. Dorsey of the Security Life is anxious to increase the reinsurance department and make it far more aggressive than it has been. The department is continued in the old office of the Reinsurance Life at 720 North Michigan avenue in charge of Dr. Paul Stutsman, who was vice-president of the Reinsurance Life. F. W. Rodgers is the actuary. There are three or four men on the road making contacts with companies. The Security Life has arranged to give greater facilities in its reinsurance work. It is putting on more steam both in its direct writing and reinsurance.

Coolidge in Appreciation of Life Insurance Value

Calvin Coolidge in a letter to Mr. and Mrs. Leroy J. Brown of Trenton, Neb., gives in a human way his appreciation of life insurance. He says:

"Floyd Stayner of the New York Life informs me that you have taken out policies in this company on 13 of your 14 children, and that you propose to present the fourteenth with a policy when he is old enough. This is an effective way to start these young people on the path of good citizenship. I am sure they will make good your confidence in them and will appreciate gratefully what you have done for them. I congratulate you on the fine family which you have founded, and of which Mr. Stayner has sent me a photograph. The mother who has brought into the world such a remarkable group of promising Americans deserves special honor."

"Mr. Stayner tells me that you have sometimes referred to the New York Life as 'Mr. Coolidge's Company.' I would not have associated myself with the New York Life had I not believed that its history, management and principles entitle it to be regarded as a public service institution of the first rank."

Berkshire Gathering Held

Over 100 field men attended the annual Rhodes Club convention of the Berkshire Life at its home office in Pittsfield, Mass., last week.

James Elton Bragg of the New York University took charge of the gathering and talked on "Programming and Psychology of Salesmanship," the first morning. The afternoon was devoted to pleasures, a good many played golf, while others took a 100 mile auto drive over the Mohawk trail. In the evening a dinner was held attended by officers and directors of the company.

At the Saturday session John S. Winings, superintendent of agencies, presided. The Rhodes club's officers for 1930-1931 were elected. Short addresses were made by John C. Dewey, treasurer; Robert H. Davenport, secretary; W. T. Batchelder, director of education, and Joseph E. Peirson, assistant treasurer.

John Hancock Man Dies

Frank Wood Adams, for 30 years department manager of the general transfer agency in the weekly premium department of the John Hancock Mutual Life home office, died Sunday in Boston after a short illness, aged 45 years.

EDUCATIONAL SERIES No. 1

regarding the conservation and reclamation of life insurance

MR. LIFE INSURANCE EXECUTIVE:

How much of your insurance is going to lapse because of policy loans?

THE answer is practically all unless given the proper attention. Many of your policies also lapse because the policyholder was sold insurance that did not fit his needs. An experienced conservation man saves this business for your company instead of losing it to a competitive agency.

Our experience shows that the policyholder is highly pleased with our impartial conservation service and many times applies for increased protection because he is no longer paying his original premium plus the interest charge for a decreased amount of insurance.

De Barry & Associates, Inc. by preventing lapsation have given a new meaning to life conservation and reclamation work. After a De Barry man has finished with your policyholder it is definitely known the policyholder is satisfied with his readjustment. Full information will be furnished life insurance executives.

DEBARRY & ASSOCIATES, INC.

INSURANCE COUNSELLORS

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AMERICAN BANKERS INSURANCE COMPANY CHICAGO

Executive Office
Jacksonville, Illinois

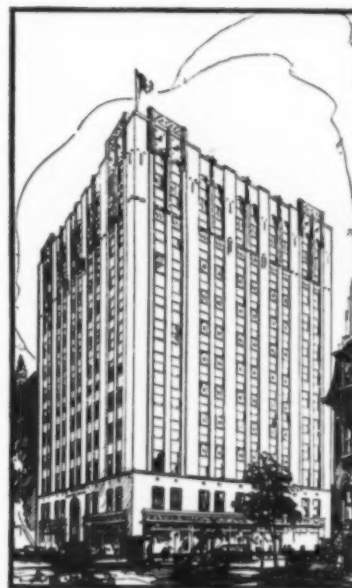
GENERAL agency opportunities for the right men in Michigan, Ohio, Indiana and Kentucky.

WE offer a complete line of human being coverage.

WE write life — ordinary, monthly, weekly; also accident and health—commercial, monthly premium, weekly premium, auto travel, group accident.

Address communications to

R. Y. ROWE, Supt. of Agencies
Chicago



Chicago Home Office Building

Big Life Rally on at Toronto

(CONTINUED FROM PAGE 3)

up for consideration at the next meeting of the executive committee or the trustees.

International in Character

The convention proper which opened Wednesday morning, is thoroughly international in its character. Canadian and United States flags are intertwined above the speakers' platform, and presidents of the two associations, S. T. Whatley of Chicago and Robert MacInnes of Saskatoon, are acting as joint chairmen and the program is about equally divided between speakers from the two countries. All of the opening addresses emphasized the desire for a continuance of the spirit of cooperation and the cordial relations that have been maintained in the past.

Col. H. P. Dunham's Address

Col. H. P. Dunham, insurance commissioner of Connecticut, spoke before the life underwriters at Toronto making a plea for greater cooperation between agents and insurance departments. Colonel Dunham said there has been too much sentimentality among insurance salesmen. He said that frequently the main quality in an agent seems to be persistence. A different picture is presented today. The up-to-date agent uses facts in place of sentimentality and appeals to reason and judgment. He said that by becoming better acquainted and learning each other's tasks and problems there will develop a mutual understanding. He said it is the slippery agent who resorts to every sharp practice and often gives the public the wrong impression of life insurance. He should be exterminated.

John G. Lonsdale of St. Louis, head of the Mercantile-Commerce Bank & Trust Co. of that city and president of

the American Bankers Association, speaking Thursday on "What Lack I Yet?" paid high tribute to the service rendered by life insurance but emphasized the necessity for stock-taking for the purpose of determining what further service could be given. He deplored the lack of adequate preparation on the part of many life agents and praised the work of the American College of Life Underwriters in that direction. On the company side, he spoke particularly of old age and unemployment as pressing problems for which insurance will have to find an adequate solution.

The "Reflections" which Clyde F. Gay, assistant superintendent of agencies of the Aetna Life, discussed in his talk Wednesday, were those to be seen in a glimpse into the mirror of general business. He reviewed a number of important changes that have taken place in the general business field in the United States in the past few years and their effect on and relation to life insurance.

M. Jay Ream, general agent of the Mutual Benefit Life in Pittsburgh, speaking at the managers' session Wednesday night on "The Problems of the Newly Appointed Managers," declared that agency supervision is the biggest part of the general agent's job, and that he should hire the office and service work done, if necessary, but act as his own agency supervisor, devoting at least three mornings a week to joint work in the field with his agents.

Holcombe Cites Growth

The life insurance business has progressed remarkably, even brilliantly, in agency management in the decade just closing, John Marshall Holcombe, Jr., manager Life Insurance Sales Research Bureau of Hartford, told the International meeting. His subject was "The Manager of Yesterday and Today."

"We can point with pride to many things which we do today better than even two or three years ago," he said, "and yet it may well be asked if we have more than made a fair beginning in answering the challenge of management

—the call to clearer thinking and more able leadership." Mr. Holcombe said that a manager of 15 years ago would look with wonder upon a gathering such as the International convention at Toronto.

Standardization of canvass and of methods of obtaining information about prospects was strongly recommended by William F. Dineen, "millionaire" producer of the Samuel Heifetz agency of the Mutual Life of New York in Chicago. Mr. Dineen is a man who paid for just short of \$3,000,000 last year, purely through standardized canvass.

The highlight of the entertainment program was Thursday night when delegates were guests of the Toronto association at a dinner.

Great Public Service

Expressing the hope the assembly would be productive "of the most fruitful results," His Excellency, Lord Willingdon, governor-general of Canada,

"referred to the great public service which life insurance is doing 'in improving the economic conditions of the national life of our two countries.'"

Right Hon. R. B. Bennett, prime minister of Canada, in his statement said: "One is naturally impressed with a meeting of men and women, who, with their predecessors, have been responsible for throwing over the home of this continent a protecting mantle in the form of life insurance to an amount of over one hundred billions of dollars."

"Any business which has as its primary impulse the preservation of the home, the education of children, and the case of the aged, must have the admiration of us all," stated G. Howard Ferguson in his letter. "When we consider that the same funds which provide for the helpless are also mighty factors in the building and expansion of business and public utility enterprises, we gain some conception of the place of life insurance in our national life."

LIFE COMPANY CONVENTIONS

"All-Star" Salesman Rally

Field Men of Business Men's Assurance
Gather at Kansas City in Annual
Convention

The annual meeting of "All-Star" salesmen of the Business Men's Assurance of Kansas City met there Monday to discuss problems, business conditions and the future of life insurance. About 50 members of the Grant Club, or "All-Stars" managers, and their families were present, swelling attendance to more than 125. Col. Ruby D. Garrett welcomed agents in the name of the city. W. J. Pierce, production leader, presided as head of the honorary organization.

President W. T. Grant of the B. M.

A. pointed out that the agents are in a business in which overproduction is impossible. He said he believed business is returning to normal. He stressed incentive as a requisite of success.

C. F. Ramsey, California, substituted for Brice Halliburton of New Mexico, club secretary. Charles Ealy, large personal producer from Indiana, responded to the president's address.

In an analysis of lapsation, C. C. Robinson, managing editor "Insurance Salesman," pointed out the helplessness of the home office except as it helps its men. He said that he has never in his own selling experience found a man who could "afford" life insurance. Consequently, it is essential that he be sold thoroughly and repeatedly.

W. J. Pierce, president Grant Club, can see no hard times. It is up to the insurance agent, he said, to convince



THE MACCABEES BUILDING
Detroit - Michigan

AN OPPORTUNITY!

GENERAL AGENCY OPENINGS
throughout entire U. S.

A real producer may expect an annual income of

\$25,000.00

A Great Human Service Institution
Dedicated to the Benefit of Mankind
More Than a Life Insurance Organization

Total Admitted Assets.....\$43,744,144.08

Legal Reserve Am. Ex. 3 1/2%.....\$35,978,324.00

Liberal Overwriting Commissions

SUPPORTING AND EFFICIENT HOME OFFICE CO-OPERATION

Address

DETROIT **THE MACCABEES** MICHIGAN

D. J. COAKLEY, Supreme Commander

C. L. BIGGS, Supreme Record Keeper

those who "feel" the depression that times are good by doing them a service. In a notable address E. C. House, branch manager B. M. A. in Ohio and president Managers Club, analyzed "This Complicated Age." Vision and a positive attitude are essential to success, he said.

B. A. Hedges, director field service, analyzing the company's experience in recruiting men, said more new men are secured by older salesmen during periods when production is high than when it was low. Production and recruiting run parallel. Fluctuations in production, it was decided from 1929 and 1930 experience, are due to old and not new salesmen. The new man is working as hard as possible to make a living.

Ohio National's Convention

Agency Club Had Some Important Subjects Before It—Dr. Rockwell Gave an Address

One of the best and most interesting conventions of the Ohio National Life was held by the Builders Club, the field organization at Asheville, N. C.

Chas. H. Kahn, general agent at Fort Worth, Tex., and president of the Builders Club, was unable to be present on account of illness. In his absence Ray Hodges, manager of the home office general agency at Cincinnati and vice president of the Builders Club, presided during the convention. The convention was addressed by Charles J. Rockwell, well-known life insurance educator, on "Modern Prospecting Methods."

Modern Insurance Slants

One morning was devoted to a discussion of the subject, "Modern Slants in Life Insurance Salesmanship," in charge of W. C. Temple of Dallas, state manager for Texas, as chairman. The "Standardized Sales Talk" was presented by H. E. Crain, general agent, Akron, Ohio; "Discovering New Needs" by Kenneth W. Craig, general agent, Muncie, Ind.; "Programming for the Average Buyer" by M. W. Levering, district agent, London, Ohio.

President T. W. Appleby delivered the chief address at the banquet, his subject being "Our Times." Mr. Appleby, in his most able and masterly way, pointed out how present business and economic conditions are a natural sequence of preceding events. Although there are a number of individuals out of employment and others making adjustments to meet the new economic situation, the country as a whole was never in better or sounder financial condition.

Prospect Building

Friday morning's session opened with a discussion of "Prospect Building" in charge of George C. Hill, general agent at Sandusky, Ohio, as chairman. The subject was introduced by S. S. Kirkpatrick, superintendent of agencies, who presented the prospecting problem. "Prospecting Methods" was discussed by O. C. Norton, general agent at Toledo, Ohio. "Preparing the Reference File" and "Building the Prospect List" was discussed by Glenn S. Kies, general agent at Lansing, Mich. The second period of the Friday morning session was devoted to the discussion of the subject, "Helps for Keeping Business in Force" with the vice president of the club, Ray Hodges, acting as chairman. The discussion was opened by S. J. Blashill, secretary of the company, with the subject, "Conservation from the Home Office Point of View." V. E. Templeton, supervisor at Lima, Ohio, and E. A. Badger, general agent at Middletown, Ohio, closed the discussion, giving actual experiences on how business may be conserved by servicing policyholders and by soliciting old policyholders for new business.

The convention was closed by an address by Mansur B. Oakes, president of Insurance Research & Review Service at Indianapolis.

Farm Situation Given by Green

(CONTINUED FROM PAGE 3)

profit, but no one seems to buy from a farmer heading for foreclosure.

"The next step after we acquire title, is to put the place in shape for occupancy and sale. A little patching here, some fencing there and the generous use of a paint brush will do wonders.

"Then, there is the rehabilitation of the soil, which is easily done in most cases with the planting of leguminous crops or starting in the proper use of rotation. It is remarkable at what small expense work of this character can be handled with an efficient organization, and the returns received in rent and from the increase in prices obtainable is worth every penny of it. Our farms owned during the rental year ending July 1, more than carried themselves and paid all the taxes, fire insurance premiums, operating repairs, etc. This is no small achievement when you consider the condition some of the farms have reached under the careless handling of their former owner.

Best Farms Sell Slowly

"The selling effort is begun as soon as it becomes evident that foreclosure

is inevitable. Some are sold even before we acquire title, and a great many are sold almost immediately. Some take time, and strange as it may seem, some of those that take time to sell are some of the best farms we have and offer the best opportunities for profit.

"I feel that I can say without fear of contradiction that we have the best land selling organization of any of the insurance companies. Many of them have the same problem we have, but none of them has a sales record that can compare with ours, either in percentage of acquisitions sold or in profits received, or in cash received in sales.

"This does not mean, however, that we are approaching as yet complete liquidation of our foreclosed properties. Our acquisitions have continued during the current year to exceed our sales, so that at the present time our farms owned are more than a year ago, and this will probably be the case at the end of the year as compared with the last annual statement. The feature to watch, however, is the foreclosure rather than the real estate figures. We have acquired more than we have sold, but the new foreclosures have shown a constant decline ever since the first of the year, with the result that we have started 20 percent less foreclosures this year than during the same period of last year, and

our foreclosures pending show a similar reduction.

Little Effect from Drought

"You are no doubt curious to know of the effect of the drought on our securities. In most of the areas where the drought was most severe we have either a very small volume or no loans at all. For the country as a whole, the drought was very much exaggerated. Any distress for the farming communities makes headline news these days. In some sections there has been genuine distress, and we can expect some increase in our delinquent interest in these areas. This, however, will probably be compensated for by the above average to almost bumper crops that are being harvested in other areas in which we are interested.

"On the whole, we expect a normal crop production from the field in which we have investments.

"The dollar return, due to low commodity prices, is a more serious matter for the country as a whole than the drought. However, in spite of this, I note some experts are estimating a total farm income for the United States equal to 1929."

Clarence J. Matthews, formerly of the Detroit city agency of the Detroit Life, has been appointed agency supervisor for the company in northwestern Ohio.



Cooperation at all times, regardless of effort involved

A NEW YORK agency wanted to open for business on the Monday morning following appointment. Telegraphic order for imprinted supplies was received at 11:30 Saturday morning, one hour before our quitting time.

We put the problem up to our Supply Department: Can we equip this agency by Monday morning? The answer was, "We'll try."

At 1:30 that afternoon requisitions were completed. The entire force worked steadily all afternoon and evening, voluntarily sacrificing their half holiday plans.

When finished it was too late to secure a wagon to haul the material to the railroad station. Two employees had cars and these were both loaded to capacity. One broke down. Its contents were unloaded and carried

Continental Casualty Company
Continental Assurance Company

CHICAGO - - - ILLINOIS



to the railroad station a mile away, reaching there at 10:45 P. M. The material was checked in and loaded into the last car for New York. Our employees watched the material safely in the cars before going home.

The supplies arrived and were delivered to the new agency on Monday morning in time for them to open for business.

Such service, carried through every department of our organization, means much to any agency. It is evidence of Home Office understanding and appreciation of an agent's problems and of a willingness to cooperate with each and

every agent at all times, regardless of time, effort and money involved.

Great Gathering of Field Staff

(CONTINUED FROM PAGE 5)

"Our Investments" was the subject of Robert M. Green, treasurer. The Union Central had \$163,000,000 outstanding in farm loans in 1928, according to Mr. Green. This figure had been reduced to \$153,000,000 by Sept. 1, 1930, he stated, and the Union Central "has the best land selling organization of any insurance company." He declared that the drought was much exaggerated generally, and, that taking the United States as a whole, there would be bumper crops.

Discusses Settlement Options

Elliott Pugh talked on "Settlement Option Certificates." The Union Central includes only those things which can be carried out, Mr. Pugh asserted. These certificates are designed especially for keeping out of court, while wills are very likely to be brought into court, Mr. Pugh continued.

"Agent and Company" was the topic of Herman A. Zischke, assistant superintendent of agencies. He requested the agents to "treat work as an avocation rather than a vocation." He said 250,000 agents spend only one hour a day seeing prospects, and he pleaded with the men to get out and see more prospects.

George L. Williams, chairman of the board, presided at the afternoon session, Dr. William Muhlberg, medical director, talked on the subject "If I Were an Agent." Following Dr. Muhlberg's talk, the "four horsemen," Ralph H. Thayer, R. H. Flynt, Charles Helle and C. A. Handy, made short addresses.

Cites Huge Economic Loss

Charles B. Knight, manager of the New York agency, stated "The only real business is a good business; the business which profits the buyer and the seller." Mr. Knight has built up a \$300,-

000,000 business since he has been with the Union Central.

The closing talk was given by Charles Hommeyer, vice-president, on "The Old and New in Business." Mr. Hommeyer made the interesting statement that in addition to the \$100,000,000 life insurance in force, an additional \$100,000,000 had been terminated since the beginning of life insurance. Of this amount only \$12,500,000,000 has been paid in death claims.

Mr. Hommeyer presided at the Friday morning session, built around the theme, "Our Agents." Julian Boehm, special agent at Atlanta, introduced "Our Million Dollar Producers." Henry P. Burke of Philadelphia, who contracted with the company after Sept. 1, 1929, has paid for \$1,700,000; R. A. Sasseen, New York, \$1,160,000; Roy Green, Cincinnati, \$825,347; and Miss Mary Bates, Cincinnati, \$678,439.

"Business Trust Agreements" was the topic of Manager A. Rushton Allen of Philadelphia. "Insurance should be paid to the executor of the estate of the deceased member of the business," Mr. Allen asserted.

Charles F. Mansfield and Herbert E. Davis, both of New York, debated on the subject: "Resolved—That medical examinations are an unnecessary evil for life insurance and should be abolished." J. LeRoy Knight, also of New York, was the referee, but the debate ended in a draw after the humorous speeches of the speakers were compared with the assigned topic and found to diverge widely.

Knight Optimistic of Future

Manager Knight in the address following, declared that after careful consideration he was convinced the New York agency would pay for more business in the remaining three months this year than the last three months of any previous year. General Agent Edward S. Brashears closed the Friday morning session with an address on "Loyalty."

Judge Clarence Murphy, chairman

executive committee, presided at the afternoon meeting. He is the son of Peter Murphy, one of the original directors. Mayor Russell Wilson of Cincinnati, a director, opened the afternoon session with an address of welcome.

A skit was given by Floyd S. Wright, Marion L. Shoup and Eugene D. Fletcher, entitled, "When a Partner Dies," in the form of a telephone dialogue. When the remaining partner attempted to accept an offer to purchase new equipment at a low price, to pay a creditor on a past due account or accept a profitable order, he was reminded by his lawyer that nothing could be done until his partner's estate was settled.

Devine Urges Definite Goal

Manager Joseph P. Devine closed the meeting with a talk on "You." Mr. Devine stressed the necessity of having a definite goal to which the agent must ever strive if he is to be successful.

The meeting Saturday, devoted to "Our Policyholders," was presided over by Secretary W. Howard Cox. Wendell F. Hanselman, assistant superintendent of agencies, announced the sixth annual policyholders' month, beginning Oct. 1. He said that two-thirds of the new business, between \$60,000,000 and \$80,000,000, was on old policyholders.

General Agent Harry O. Steel of Omaha and Henry E. Belden of New Orleans discussed "The Value of a Clientele." Manager E. D. Shepherd of Houston and A. W. Tell of Scotch Bluff, Neb., talked on "The Value of Service Cards." These service cards show all information about a prospect that is necessary for the agent to plan a suitable insurance program. He demonstrated the necessity of programming insurance needs of each individual prospect. The word "grow," to him, means "Go right on working."

Manager Charles A. Blatchley of New York illustrated "How I Use the Service Book" with an actual sales talk he had worked up, demonstrating points made in the Union Central service book

through the use of a huge service book placed back of the speaker's table. Maurice H. Bronner of Chicago, outlined the possibilities of "Program Insurance."

Superintendent Clark Speaks

In the closing address of the convention Saturday noon, P. J. Clark, superintendent of agencies, gave a resume of the meeting and spoke of the present and future. He compared the present period of business depression with that of ten years ago, which, he said, was somewhat similar to the present. He said that then, Liberty bonds were selling at 85, yet everyone knew that they were worth at least par. Although farming conditions are bad at present, he voiced his confidence in farm loans as one of the best basic forms of security over a period of years and one that will compare favorably with any other form of investment. Common stocks, for instance, have had a much more violent fluctuation than farm values. The Union Central has had a long and valuable experience in handling farm mortgages, which have been selected with care and wisdom.

There are two schools of opinion among financiers, he said. One is that substantial improvement will be shown in October, and the other is that it will not come until January. In either event some improvement will come soon. In the meantime, the depression is undoubtedly affecting business.

"What are we going to do about it?" he asked. Undoubtedly the depression is being used as a defense by prospects and agents who are more or less inoculated with this pessimism, he said. What is the remedy? Mr. Clark said experience has shown that life insurance prospects are created by change. Every change brings a new crop of prospects. Agents get prospects from their daily paper by reading of marriage licenses, births, mortgages filed, promotions, business changes, even the death columns. The present depression is one of the

**DIRECT
MAIL
SERVICE**



changes that brings to the top a lot of new life insurance prospects.

Not Everyone a Prospect

Life insurance needs, he said, are as great as ever; the only difference is that everyone is no longer a prospect for life insurance, because everyone cannot afford to buy life insurance, as was the case practically a year ago. A year ago life insurance was competing for its share of the consumer's dollar with other large businesses and organizations, the automobile and radio industries. It was a fight to see who could get the largest possible share of the wealth which was being enjoyed by nearly everyone. Today the life insurance situation has changed. Last year's problem of the agent was salesmanship; this year's is prospecting.

The only trouble is the country's cash position. There is a broad group whose ability to buy now is as great as ever. The question which the agent should ask himself is whether there are 100 people in his community who can buy life insurance? If there are 100 people whom he can find, he has plenty to work upon. In other words, life insurance does not need a period of general prosperity in order to be prosperous; there are plenty of people who will buy life insurance if the agent will take the pains to pick them out.

New policy contracts will play an important part in the development of life insurance, said Mr. Clark, and new needs are being constantly uncovered. The Union Central will be in the forefront in these new forms of coverage, he said. Mr. Clark advocated a ten-year program for each man as the best guarantee of success.

Hold Get-Together Evening

Thursday evening an annual get-together took place at the zoo. A group picture was taken and a dinner and entertainment were provided in the zoo clubhouse. Saturday morning a Dixie breakfast was held which perhaps was more enjoyed by the agents who attended than any other feature of entertainment. A jazz orchestra played at either end of the room and waitresses were dressed in costumes in keeping with the "Dixie" spirit.

It was estimated that approximately 600 Union Central agents attended the meeting.

The Union Central is taking on the aspect of a much larger organization than it has been heretofore. The most noticeable feature of the convention was the spirit of loyalty, determination and optimism for the future. This was largely due to the fact that the men in the field feel that they are receiving more cooperation and assistance from the home office along practical lines than they have ever been given before.

Mr. Clark is supported at the home office by such able lieutenants as Vice-president George L. Williams, Charles Hommeyer, Secretary W. Howard Cox, Treasurer Robert M. Green, Medical Director Dr. William Muhlberg, Superintendent of Agencies Jerome Clark and Chairman Judge Clarence Murphy, who is a salaried full-time executive, and who with Treasurer Green and President Clark form a strong trio with long experience in investments, particularly in handling the farm loan situation.

Business on Up Grade

While the company has not written as much business this year as last, it is decidedly on the up grade after the spring slump. In June it had the largest month in new business of any in the company's history. July was the best July, and August was better than August last year. Mr. Knight of New York, manager of the company's largest agency, who brought 100 of his men along, stated that the last three months of the year would undoubtedly prove to be the greatest three months in the history of his agency. The home office agency under Joseph P. Devine has taken second place from Chicago, which, following the resignation of Darby Day, is temporarily in charge, until Jan. 1,

of Herman A. Zischke, assistant superintendent of agencies. It is understood that a man of outstanding ability will be selected to take charge of the big Chicago agency.

For the first eight months, paid-for business amounted to \$117,176,666, as against \$128,837,075 for the first eight months last year. October will be old policyholders month, and elaborate plans were perfected during the convention for making this a big month.

Pacific Mutual Life Rally Is Held for General Agents

By Levering Cartwright

TORONTO, CAN., Sept. 25.—According to precedent established in 1914 at the San Francisco convention, the Pacific Mutual General Agency Association held its rally here during the two days preceding the opening of the National Association of Life Underwriters. There were 35 general agents in attendance.

Heading the home office delegation at the round up was Vice-president C. I. D. Moore, although President George I. Cochrane, a Canadian by birth, is expected in Toronto during the National association meeting. Other home office representatives were Frank O. Cum-

tings and E. E. Henderson, eastern agency supervisors.

Frank B. Schiventler of Phoenix, Ariz., was elected president of the general agents association; Jens Smith, Chicago, vice-president, and Thomas Wall, Ashland, Ky., secretary, while C. C. Day, Oklahoma City; J. H. Russell, Los Angeles, the retiring president, and R. J. Wetzel, Kansas City, Mo., are the new members of the executive committee.

Mr. Moore presided Tuesday night at the banquet, at which the speakers were John M. Holcombe, manager Life Insurance Sales Research Bureau, and Dr. S. S. Huebner, dean American College of Life Underwriters.

John W. Yates, general agent Massachusetts Mutual in Detroit, suggested how the agency association might help the company. Members of the association were drilled in the Pacific Mutual doctrine of standardization in every feature of the business among the company offices. Lee Scheuer of Detroit presented a standardized circularization and telephone campaign, while Walter G. Gastil, Oakland, Cal., branch manager, introduced a number of new features for the Pacific Mutual sales kit.

Clarence Baker, district agent at New Hampton, Iowa, for the Bankers Life of Des Moines, was married to Miss Martha Beuter of Waterloo, Iowa, Sept. 9.

Campbell Soup Chieftain Had \$5,000,000 Insurance

PHILADELPHIA, Sept. 25.—Dr. John Thompson Dorrance, president of the Campbell Soup Company, who died Sunday at his home near Cinnaminson, N. J., carried \$5,000,000 life insurance. He was the second most heavily insured man in the Philadelphia district, being exceeded only by John C. Martin, who carries slightly over \$6,000,000.

Sets Remarkable Record

Fred W. Elo of the Phoenix Mutual Life's Seattle agency has completed his 44th week of consecutive production.

Veteran Field Man Dies

Samuel C. Rosenberg, 70 years old, for 32 years associated with the John Hancock Life, died recently in Indianapolis. He had retired two years ago after being general agent for 18 years in central Illinois.

BUY YOUR 1931 CALENDAR NOW. SEE PAGE 19.

"NOTHING BETTER"

NO policy is better adapted to the needs of America's business and professional men than is Mutual Trust Life Insurance Company's Preferred Risk Ordinary Life. Men established with other companies who occasionally have brokerage and surplus lines will find our service satisfactory and this policy ideal.

Basis \$5,000.00

ILLUSTRATION OF NET COST*

Age	10 yrs. Premiums	10th Yr. Cash Value	Total Divs. 10 Yr. Period	\$5,000 10 Yr. Net Cost
25.....	\$ 777.60	\$ 447.10	\$117.05	\$213.45
35.....	1,025.40	678.80	140.05	206.55
45.....	1,460.00	1,012.35	166.95	280.70
55.....	2,272.70	1,407.05	199.55	666.10

Mutual Trust LIFE INSURANCE COMPANY

Edwin A. Olson, President

CHICAGO

ILLINOIS

"As Faithful as

OLD FAITHFUL"



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THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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The Fear of the Future

THOSE agents who are taking stock of the present and looking into their future might profitably read these words: "There is no question in the minds of the insurance leaders that the time is not far distant when their business will consist of a comparatively select few who will not be agents selling policies, but will be business and estate counselors who will be called in by their clients to render a definite service."

They were spoken by FRED P. MCKENZIE, head of the insurance trust department of the CITY BANK FARMERS TRUST COMPANY of New York, before a meeting of underwriters and bankers at Poughkeepsie, N. Y. Mr. MCKENZIE was picturing great heights to which the business was to rise and then made this comment on the sales picture of the future.

Whether or not the business nation-wide comes into the hands of the few, it is certain that this development of more scientific knowledge of the business is one of the definite trends of the day to which the ambitious underwriter wishes to and must

conform. It is probable that there will always be a very large army of agents to care for the insurance needs of the men of very small means, but it is also probable that even they will be reduced in number and a greater number of sales will come into the hands of each. Reduction of numbers and increasing of man-power or individual efficiency is the order of the day throughout life insurance ranks. Many companies have adopted this viewpoint in their agency development plans and some have even gone to the far extreme of actually culling their numbers to a minimum, perhaps half or even less of the number on the roster a decade ago. One company in particular, pioneering in this idea, has greatly increased its sales by greatly reducing its agency ranks.

There can be no doubt that the underwriter of the future will be the estate conservator and that certainly those who become estate specialists will be among the few left, if the future see the fruition of this growing tendency.

Breach Has Been Healed

THE election of CHARLES E. HUGHES, JR., to the board of the NEW YORK LIFE is another master stroke on the part of President DARWIN P. KINGSLEY who some time ago induced his fellow Vermonter, Ex-President CALVIN COOLIDGE, to go on the board and take an active interest in life insurance and the affairs of the company. Mr. COOLIDGE has done much in adding to the confidence which the public has in the life insurance business. The election of

MR. HUGHES, JR., to the board of the NEW YORK LIFE shows more than anything else could that the breach created by the Armstrong investigation, in which Mr. HUGHES, Sr., was the investigator, has been healed. Many lessons have been learned from the Armstrong investigation and life insurance has had the good sense to take advantage of the good which the investigation brought out and forgot the personal animosities.

Noises and Smells

THE noises and carbon monoxide, with other stenches and gases of our big cities, are no doubt responsible for a large part of the increases in the diseases and higher mortality charged to our speedy mode of living. A campaign is on in eastern cities to eliminate unnecessary and preventable noises and while

nothing has been done towards purifying the air at least the causes for lowered vitality and worn nerves are being detected. Perhaps one reason progress is so slow is that no form of insurance has been found for covering the undoubted if undetermined losses arising from noises and smells.

PERSONAL SIDE OF BUSINESS

In addition to his many duties as president of both the Life & Casualty Insurance Co. and Mutual Casualty of Chicago, M. A. Kern is a horse fancier of some note. On his farm on the Higgins road near Chicago he specializes in the breeding and training of registered saddle horses. Mr. Kern has developed a number of outstanding horses on his estate, which is one of the show places of the community.

Sherry R. Fisher, son of Claude Fisher, veteran Des Moines general agent for the Connecticut Mutual Life, has joined his father in the insurance business. He recently graduated from the University of Arizona.

Clinton P. Anderson, general agent at Albuquerque for the Occidental Life of Raleigh, is acting president of the Rotary International for several weeks owing to the absence of the president from the United States. Mr. Anderson, third vice-president of Rotary International, has been an active member of Rotary since 1919.

Shearn Moody, vice-president of the American National of Galveston, is visiting Chicago, New York and points in east.

Mrs. Elizabeth Kenney of Waterloo, Ia., one of the leading producers in the Davenport agency of the Mutual Life of New York, has been initiated as a member in Gamma Epsilon Pi, a national commercial sorority which each year selects one woman who has achieved marked distinction in some one line of business. The appointment is left to the state entertaining the national convention, which this year will be held in Iowa. She is the first life insurance woman to be so honored. Mrs. Kenney has been with the agency since the fall of 1923, has been consistently successful, a member of the company's \$250,000 field club five times, listed 21 times on the 50 best records for number of lives insured, once for amount of insurance and has been among the 75 leaders every year since 1925.

Returning to his office on Sept. 16 after a vacation of six weeks in France, Switzerland and England, Dr. E. G. Simmons, vice-president and general manager Pan-American Life was given an unusual tribute in the form of reports of \$5,000,000 of new insurance written during August in his honor.

For the first time in the history of the Pan-American a definite production period was set aside as a tribute from the field organization to Dr. Simmons, who was one of the founders of the company. The response from company representatives was a splendid testimonial of the esteem in which Dr. Simmons is held by his associates. The results of the month's campaign bettered all previous records for August by more than \$1,000,000 production. Especially notable in this connection is the fact that the previous record of \$4,000,000 was established in 1927 when conditions were much better than this August.

Enroute to New Orleans on his return Dr. Simmons visited several agencies of the Pan-American Life in the north and east.

A. N. Carlson, Mutual Trust Life manager at Sioux City, Ia., has returned from California where he has been sojourning for several months to regain his health following a serious illness.

Earl Smith, educational director of the Equitable Life of Iowa, addressed the Indianapolis Kiwanis Club last week on "Life Insurance Economics."

Edward D. Duffield, president of the Prudential, is vice-president of the American Legion Memorial Chapel As-

sociation, which will hold an air show and races at Trenton, N. J., Oct. 18-19.

President James A. Fulton and H. W. Manning, superintendent of agencies of the Home Life of New York, gave a luncheon Wednesday noon at the Royal York hotel in Toronto, in honor of Vernon Holleman of Jackson, Miss., and A. G. Joseph of New York City, the two winners in the company's summer contest among agents. All Home Life men in attendance at the international convention at Toronto were present. Mr. Holleman was the leading agent countrywide, and Mr. Joseph of the Max Joseph agency was the leading agent in the leading agency.

K. P. Ou, one of two Chinese life underwriters in New Jersey, who has been attached for two years to the Newark office of the Sun Life of Canada, has gone to visit his countrymen at Hong Kong. He will be absent for about a year. His brother, who is the only other Chinese life underwriter in New Jersey, is connected with the same company but in another section. Both are college graduates.

Mrs. Fanny M. Lay of Chicago, mother of Robert D. Lay, president of the National Life, U. S. A., died Saturday at her home in that city after a long illness. She was about 90 years of age. In addition to Robert D., she leaves one other son, Fred C., and one daughter, Mrs. Frances Lay Gandola.

Dr. T. C. Denny, president of the Central Life of Des Moines, is general chairman of the annual public welfare drive to be conducted in his city, Nov. 15-22. This fund furnishes support for 23 welfare agents. More than 1500 canvassers will solicit funds.

C. A. Mooney, congressman from Ohio and state agent for the National Life of the U. S. A., who was recently injured in an automobile accident, is recovering.

Alfred H. Gray, general agent at Beatrice, Neb., for the Bankers Life of Nebraska, died recently after an illness of two weeks. Mr. Gray had been with the company for 17 years, and until a few years ago when he was put in charge at Beatrice had covered territory in Kansas.

Visitors, during the past few weeks, to the office of Gerard S. Nollen, president of the Bankers Life of Iowa, have admired a new addition to the office ornaments—a beautiful grizzly bear hide presented to him by members of the Bankers Life Premier Club of 1930. The presentation occurred at Glacier National Park while the club was holding its annual school of instruction there.

It was really a birthday gift, because President Nollen celebrated his fiftieth anniversary Aug. 29, while the tour of Glacier Park was in progress.

The hide of the grizzly, one of the largest ever shot in Montana, was obtained from a rancher who shot the animal himself.

Miss Miriam Hamilton, daughter of President Isaac Miller Hamilton of the Federal Life of Chicago, is entering the law school of the University of Chicago and expects to graduate in law. Miss Hamilton graduated last June from Vassar and now intends to take a legal course to fit her for business executive work. She was elected a director of the Federal Life a few years ago. She intends to get into the activity in a practical way.

Ethelbert Ide Low, chairman of the Home Life of New York, has returned from a six weeks' trip to Europe, during which he visited England and the continent.

In Our New Home

Friday, September 5, was the formal opening day of the new Home Office Building of the Business Men's Assurance Company. The Company's home offices are now located in the modernly equipped and beautified Business Men's Assurance Building, on the Union Station Plaza.

Policyholders and friends coming to and passing through Kansas City are greeted by the B. M. A. flag floating in the breeze, and the sign of the Business Men's Assurance Company when they step out of the Station door.

Already they are finding it convenient to drop in and become acquainted, and those who have done so have been deeply impressed with the development of the Company and its present Home Offices.

When in Kansas City—visit. . .

The Home of Complete Protection



**Life
Accident
Health
Group**

BUSINESS MEN'S ASSURANCE COMPANY

**On the Union Station Plaza
Kansas City, Missouri**



**More than . . .
\$89,000,000.00 Life Insurance in Force
\$21,900,000.00 in Benefits Paid Policyholders**

A SELF- STARTING HOME OFFICE

No insurance man wants to be connected with a company that is like a machine waiting to be cranked.

The home office of the Inter-Southern Life sends a continual stream of creative ideas out to its men in the field—prospect lists, sales methods and suggestions, attractive policy forms, and so on.

And there is the daily co-operation that is possible in a company large enough to command respect, but not too large to permit close relations between home office and field.

The Inter-Southern invites ambitious men into its family.

**INTER-SOUTHERN LIFE
INSURANCE CO.
LOUISVILLE, KENTUCKY.**

**CAREY G. ARNETT, President
Home Office, Louisville, Ky.**

LIFE AGENCY CHANGES

Ohio Agency Is Organized

Ohio Guaranty & Assurance of Cleveland Takes General Agency for Peoples of Indiana

The Ohio Guaranty & Assurance has been incorporated under Ohio laws, with authorized capital of 125 shares preferred stock at \$100 a share and 125 shares no par common. Headquarters of the company, which is a life agency, are at 710 Hippodrome building, Cleveland. Officers include H. W. Bessey, president-treasurer; John Moffitt, secretary, and William Sharp, director. Mr. Bessey is state superintendent for the Peoples Life of Indiana. The new agency will act as another general agent for the Peoples under his supervision. John Moffitt will be in direct charge.

The agency will specialize on monthly payments and finance the premiums. Mr. Bessey says there is increasing need for insurance which can be purchased on the budget plan. He says many people have been forced to drop their policies on account of hard times, and as conditions get better they will want to replace them. The monthly budget plan, he believes, will permit them to do this.

The agency will start actively very soon with a force of five to ten men. John Moffitt formerly was in the renewal department of the Columbus Mutual. William Sharp is an attorney of the legal firm of Fidler & Sharp.

C. W. Freudenthal

The Connecticut General Life has announced the appointment of C. W. Freudenthal as general agent at Peoria, Ill. He succeeds J. A. Wakeman, re-

signed. Mr. Freudenthal, who has had long experience in insurance, is a native of Flushing, Mich. He was educated in the schools of Nashville, Tenn. Upon leaving high school he engaged in newspaper work in Flint, Mich., and later in Detroit. In 1919 after seven years in journalism he turned to insurance as offering a better opportunity and has worked in various capacities as agent, assistant superintendent, general agent, and assistant state manager in Detroit during the past decade.

David E. Goodman

M. M. Waddle & Son, home office general agent of the Great Republic Life at Los Angeles, has appointed David E. Goodman as supervisor of its intermediate department. Mr. Goodman has had a wide and successful experience with the Metropolitan Life and later with the Occidental. He has undertaken the immediate organization of the agency's intermediate department, appointments already made by him including J. E. Joffe and Max Sampter, both of whom have already produced business for the company.

Joseph Sator

Mention was made recently as to the promotion of Joseph Sator in the New Brunswick, N. J., office of the Colonial Life at Jersey City. It was stated that he had been made manager. M. Pollock, who has been with the company for a number of years and was formerly connected with the York, Pa., office, is manager at New Brunswick. Mr. Sator is assistant manager at New Brunswick.

Riley G. Cunningham

Riley G. Cunningham, formerly of Pittsburgh, Kan., has been appointed

manager of the Wichita district by the Metropolitan Life, succeeding George Schlemmer. J. H. Van Horn, supervisor of the Southwest territory, spent several days in Wichita last week effecting the change. Mr. Cunningham has been with the company 15 years, the past eight having been spent at Pittsburgh.

Northwestern United

The Northwestern United Insurance Agency at Cleveland has been appointed general agent for the Northwestern National Life. The Cleveland organization is comparatively new in the field and is officered by J. D. Huff, president; Howard Rohan, vice-president; Clarence W. Ward, secretary, and George G. Griesse, treasurer and general manager.

Whitfield & Moore

The Pilot Life of Greensboro has appointed R. P. Whitfield and W. D. Moore of San Antonio, Tex., general agents for the south and southwest portion of the state.

Mr. Whitfield has been secretary and treasurer of the Great Southern Securities Company. Mr. Moore has been with the Jefferson Standard Life in San Antonio.

Bailey Manthey

Bailey Manthey, well known southern golfer and sports writer for the Nashville "Banner," has forsaken the newspaper business to take up life underwriting. Mr. Manthey has joined the Sun Life agency at Nashville under the direction of B. B. Horner.

Clifford P. Bell

Clifford P. Bell, assistant superintendent of agents of the State Mutual Life of Worcester, has resigned to accept appointment as Albany, N. Y., general agent for the National Life of Vermont. For some time Mr. Bell has been anxious to return to the field in which

formerly he was a successful personal producer, but the State Mutual had no openings to offer him in the east where he desired to remain. He has had long experience in life insurance, including much organization work. Mr. Bell fills the place left vacant by General Agent Theodore Nicolet.

R. J. Twitty

R. J. Twitty has been transferred from the home office of Manhattan Life to the Atlanta division. Mr. Twitty takes up the duties as agency manager in conjunction with Herbert Phillips, who has been serving as general agent and will continue in this capacity. Mr. Twitty is a native of Georgia but has been at the home office for about thirteen years.

W. R. Morrison

Vice-President Mozingo of the Volunteer State Life announces the appointment of W. R. Morrison as manager at Nashville. Mr. Morrison has been with Equitable Life for a number of years, and until the time of his resignation was assistant manager of the Nashville office. Offices have been opened in the Stahlman building.

Life Agency Notes

R. G. Cunningham of Pittsburg, Kan., has gone to Wichita as manager for the Metropolitan Life, succeeding George Schlemmer. Mr. Cunningham was introduced by J. H. Van Horn, supervisor of the southwestern territory of the Metropolitan.

Adolph Carter of Trenton, Mo., has been appointed general agent for the Surety Life.

Donald Baird, for some time associated with Franklin Cogill, general agent of the Fidelity Mutual Life in Bridgeport, Conn., has resigned to become educational supervisor with the Holger J. John-

EXPANSION PROGRAM NOW UNDER WAY

REPRESENTATIVES ARE NOW BEING SELECTED FOR
PERMANENT APPOINTMENT IN CHOICE TERRITORY

GET IN ON THE BENEFITS THIS PROGRAM PROVIDES

FOR FURTHER INFORMATION WRITE TO
DR. F. H. SCHOLLE, MANAGER OF AGENCIES

NORTHERN STATES LIFE INSURANCE CO.

(IN THE GREAT CHICAGO - CALUMET DISTRICT)

HAMMOND — INDIANA



son Agency of the Penn Mutual Life in Pittsburgh.

* * *

Announcement is made of the promotion of **Berton E. Klinefelter**, formerly assistant superintendent in the Binghamton, N. Y., No. 1 district of the Prudential to superintendent of the Shamokin, Pa., district. He entered its service as an agent Feb. 16, 1916, in Wilkes Barre, Pa., advanced to assistant superintendent Aug. 1, 1921, then, on July 15, 1929, was transferred to Binghamton No. 1 in the same capacity.

* * *

The Colonial Life has promoted **Joseph Geller** to assistant manager at Atlantic City, N. J., and **Charles Helm** to a similar position at Asbury Park.

* * *

Innes & Innes, Caward building, Waterloo, Iowa, have announced that they will add life insurance to their general insurance business. A. L. Porter, for several years in insurance in Chicago, will be in charge of the life

department. The Missouri State Life will be represented.

* * *

Rowan C. Pearce, 502 Broadway-Stevens building, Camden, N. J., has been appointed manager of the Fidelity Mutual Life.

* * *

Joseph Durham has been appointed supervisor of agents in Arkansas by the Lamar Life.

* * *

The Farmers & Traders Life has appointed **Charles C. Scialfo** general agent in Buffalo. Mr. Scialfo has opened offices at 429 Niagara street.

* * *

H. R. Pirreth, 66 Dexter-Horton building, Seattle, has been appointed manager of the Fidelity Mutual Life.

* * *

Louis H. Baxter has been made unit supervisor of the New England Mutual in Cleveland. He was formerly associated with the Phoenix Mutual at Cleveland for five years.

EASTERN STATES ACTIVITIES

To Organize Industrial Men

Pennsylvania Insurance Federation Undertakes a New Course in Building Its Local Units

The Pennsylvania Insurance Federation will inaugurate a new plan when it endeavors to organize the industrial agents of a community in a separate group. The first organization will be at Pottsville early next month. Secretary Teamer in making a survey of the state finds that the number of industrial agents in Pennsylvania is very large. If they were organized and had special facilities for discussing their own problems, he believes there would be much interest in the cause. Banded together they create a mighty force. W. J. Bradley, publicity manager of the Home Life of Philadelphia, has been asked to

assist in the work. The Home Life of Philadelphia has a large industrial business in the state. Its organization has grown and it is one of the state industrial leaders.

McNamara's Men Feted

The 17 star producers of the John C. McNamara Organization of New York City, managers for the Guardian Life, were guests of honor at a dinner of the organization Friday night. The men were winners of a contest which has been running since April to determine who would qualify for the Toronto convention.

In addition to short talks by Mr. McNamara and other members of the organization, there were several guest speakers, including John Gordan of New York, general agent of the Home Life of New York; Frederick McKenzie, of the City Bank Farmers Trust Company

of New York and former executive manager of the New York City Life Underwriters' Association; Edward M. McMahon of the Chase National Bank; and Henry Koster of the Chemical National Bank.

Plan for Trust Meeting

Life insurance officials play a large part in the two-day trust conference of the New Jersey Bankers Association at Trenton, Nov. 13-14. Leslie C. McDouall, associate trust officer Fidelity Union Trust, Newark, is chairman of the committee on trust matters and is arranging an elaborate program. The conference was held last year in Newark and was attended by more than 200 trust officers and life underwriters from all parts of New Jersey.

University Course Opens

James R. Trimble, assistant mathematician at the home office of the Mutual Benefit in Newark, will be the instructor in the course of life insurance at Columbia University, New York, which opens next week and will be held Tuesday evenings.

President Fulton to Talk

"Present Conditions and the Life Insurance Salesman" will be the subject of James A. Fulton's talk at the luncheon-meeting of the Newark Life Underwriters Association next month. Mr. Fulton is president of the Home Life of New York.

Lane Lunches Agents

Mervine L. Lane, general agent for the Home Life of New York, New York City, gave a lunch last week to members of his agency who participated in the company's "fall-in-line" campaign for September. Dr. C. F. S. Whitney, medical director, was the guest speaker.

BUY YOUR 1931
CALENDAR NOW. SEE PAGE 19.

OPEN— St. Louis General Agency

Opportunity for high-powered organizer to take over going agency of large life company and to make it one of the greatest in the country.

Strong home office aid.

It is seldom that a Company of such size and strength offers an opening as important as this, as a General Agency.

Write fully, confidentially, to
Box 50, National Underwriter.

"Over the Bumps" Insurance Issued by the Pilot Life

. . . . No, that is not the real name of our new Five Year Term Convertible policy contract, but in effect, that is what it accomplishes at exceedingly low rates.

Age	Deposits annually on \$10,000		
	Regular	With Disability	Dis. & Double Indemnity
20	\$ 76.40	\$ 99.90	\$113.40
30	83.20	111.80	126.30
35	89.30	122.60	137.80
40	101.60	142.70	158.80
50	163.70	229.00	258.10
55	247.20	327.40	348.80

A real addition, we feel, to the

The **PILOT LIFE** *Line*



T. D. BLAIR, Agency Manager
A. W. McALISTER, President
Pilot Life Insurance Company
GREENSBORO, N. C.

KEEPING PACE---

.... In paid for Life Insurance the Company in an expanding mood, during the unsettled general business condition of 1930, held its own with the extraordinary first eight months of 1929. This is satisfactory. The position and time is right to forge ahead. . . . A cordial interview awaits the life insurance man of character and good record who would improve his position.

CALIFORNIA STATE LIFE INSURANCE COMPANY

J. ROY KRUSE, President
JAMES L. COLLINS, Supt. of Agencies
Home Office: Sacramento

A HAZARDLESS INVESTMENT

Life insurance during the last year had a steadying influence, and a strong educative influence, through its teaching the public that a life insurance contract is a hazardless investment, safe to buy, safe to hold, and safe to rely upon in the circumstances for which it was originally taken. In this desirable work the necessity for thoroughly trained underwriters becomes more and more evident. From being merely a stopgap against family adversity, as a few years ago it chiefly was, it has become one of the mightiest agencies of national security and progress.

Scientific recruiting, practical training, and effective supervisory cooperation produce underwriters equipped for the institution's duty and service to the public.

WM. A. LAW, President
Wm. H. Kingsley, Vice President Hugh D. Hart, Vice President
J. V. E. Westfall, Vice President

THE PENN MUTUAL LIFE INSURANCE CO.
PHILADELPHIA

Independence Square

Founded 1847

Central Western State News

May Change Commissioners

Nomination of La Follette in Wisconsin Brings Flood of Rumors Affecting Insurance

MILWAUKEE, WIS., Sept. 25.—There is keen speculation in Wisconsin over the post of insurance commissioner since the primary election Sept. 16 when Philip La Follette was nominated by a large majority on a Progressive Republican platform over Gov. Walter J. Kohler, conservative Republican. It is freely predicted that there will be a change in the department. Nomination of Mr. La Follette by a majority well over 100,000 votes virtually assures his election in November. The term of Milton A. Freedy, present commissioner, appointed by Gov. Fred R. Zimmerman for an unexpired term ended July 1, 1927, and a four-year term following, to succeed Olaf H. Johnson, expires in 1931.

Hilgemann Is Mentioned

It was rumored prior to the primaries that L. C. Hilgemann, vice-president Leedom, Miller & Noyes, Milwaukee general agency, was slated to be the next commissioner if Mr. Kohler were reelected. The majority of Milwaukee insurance men, it is admitted here by both progressive and conservative adherents, were for Governor Kohler's reelection, and following the primaries insurance men interviewed were in most cases pessimistic over the situation. Many of the men feel that much inimical insurance legislation may be expected in the 1931 session.

These men assert that the La Follette men are practically all friendly to mutuals, and they do not look for a friendly attitude toward stock companies in any bills in the 1931 legislature.

Ekern May Regain Power

From the conservatives among insurance men comes the rumor that Herman L. Ekern, counsel for associated mutual companies and former Wisconsin commissioner, will be a power. While these men assert that Ekern was out of the good graces of the progressives for some time, it is reported that he is now back in their friendship. Rumors that he might be a possibility for commissioner have been greatly discounted. A compulsory automobile insurance bill along compensation lines appears a certainty. Fred M. Wilcox, chairman Wisconsin industrial commission, who has been furthering interest in such a bill, is likely to be the only state commissioner reappointed. William Mauthe of Fond du Lac and his son, Assemblyman Carlton W. Mauthe, who introduced a joint resolution leading to investigation of fire insurance in Wisconsin, are progressives, and some insurance men believe the investigation may be exploited as a political move.

A strong fight against the state fire fund had been promised for the 1931 legislature, but some insurance men feel that under a new administration such a fight would be almost certain to be unsuccessful. Friends of Mr. La Follette who are in the insurance business declare he is against compulsory and monopolistic insurance.

Goldman Agency Outing

The A. Van Goldman agency of the ordinary department of the Prudential in Chicago held its annual golf meet at Sunset Valley golf club in Highland Park. There was a nine-hole practice game preceding an 18-hole tournament with prizes for low net and low gross scores. Driving, putting and approaching contests were features. First prize for low net was captured by Mr. Goldman,

Visual Selling —a reality

Through visual selling Bank Savings Life agents have been able to tell the true story of life insurance — and to tell it convincingly. Impressions through the eye outlive the spoken word. Such salesmanship becomes a well-ordered scientific process.

PROVED IN THE FIELD BY

Bank Savings Agents

The volume of insurance produced by our agents month in and month out demonstrates the soundness and desirability of "Visual Selling." Why not ask for more complete information about The Bank Savings Life methods and agency helps.

TOOLS to help you SELL

- 1 Pre-Approach Plan
- 2 Canvassing Portfolio
- 3 Illustrated Brief

Write to

GEO. L. GROGAN
Vice-President
In Charge of Agencies

The Bank Savings Life Insurance Company

Topeka

Kansas

On the JOB For You 365 Days a Year

CALENDARS are the most economical and effective form of advertising for life underwriters ever devised. Calendars are on the job 365 days a year, keeping the life underwriter's name and business before his client's eye. The National Underwriter is publishing an attractive two-color rotogravure 16x9 inch calendar for 1931.

It is not just another calendar—it is a calendar designed especially for the life underwriter by insurance advertising specialists.

Twelve for One Price

The National Underwriter calendar has 12 sheets, one for each month, making 12 distinct calendars for the price of one. Each monthly sheet has an appropriate and attractive illustration vividly demonstrating how life insurance can fill the needs of your client. Under each illustration is a pithy and potent argument for life insurance. In the center of the calendar, right in the focus of all eyes, your name and address are imprinted free.

Large Visible Numerals

The calendar part is especially practical—it has large numerals visible at a distance and each sheet carries the preceding and following months besides the current one. It is attractive and appropriate to hang anywhere—office, store or home.

Oct. 10 Deadline

A sample calendar will be sent you for 10 cents in stamps to cover postage. It is necessary to act immediately as all orders must be in by Oct. 15. Send the coupon today and get more information about the best business builder for you in 1931.

MAIL COUPON TODAY!

THE NATIONAL UNDERWRITER CO.,
175 W. Jackson Blvd.,
Chicago, Ill.

Gentlemen:

Please send me full particulars about
The National Underwriter's 1931 Insurance
Calendar.

Name

Street Address.....

City..... State.....(Life)

who was not participating in the prizes, and it was awarded to the next lowest man, G. H. Smith, with 76. Low gross was won by Sidney A. Kemp with 86. The driving contest was won by Arthur J. Keating; the approaching contest by Louis Morrell and the putting contest by Lew G. Earl. Following the tournament the agency staff dined at Mr. Goldman's home.

Whatley to Have a School

S. T. Whatley, Chicago general agent of the Aetna Life, has arranged to start a training course in his office Tuesday and Thursday evenings starting Oct. 14. The text books will cost \$6 and the people taking the course must buy them. The classes will be conducted by Mr. Whatley, Assistant General Agent Frank C. Wigginton and Agency Supervisors S. Leland, Jr., R. F. Wagenhorst and A. H. Hiatt, Jr.

Missouri Valley State News

Nebraska Insurance Day Plans

Commissioner Dort, W. W. Klingman
and James L. Madden Among Head-
liners—Over 20,000 Invited

OMAHA, Sept. 25.—Frank T. B. Martin, veteran Omaha insurance man and president of the Insurance Federation of America, is heading a committee from the chamber of commerce division which is sponsoring the third annual Nebraska insurance day to be held in Omaha, the two previous meetings having convened at Lincoln.

Insurance day will bring to Omaha the following five speakers: Lloyd Dort, commissioner of insurance, Nebraska; Spencer Welton, vice-president Massachusetts Bonding; Edward D. Lawson, western manager marine department, Fireman's Fund, Chicago; W. W. Klingman, second vice-president, Equitable Life of New York, and James L. Madden, third vice-president, Metropolitan Life.

More than 20,000 invitations have been sent to Nebraska insurance men. T. J. Faulkner, chairman insurance division Lincoln chamber of commerce, reports his group plans to attract a large delegation. Dana Pierce, president Underwriter Laboratories, Chicago, is an added starter on the speaking program. This is the third Insurance Day to be held in Nebraska, the two previous meetings having been held in Lincoln. The affair will alternate between Omaha and Lincoln hereafter.

Varnum Joins Rench

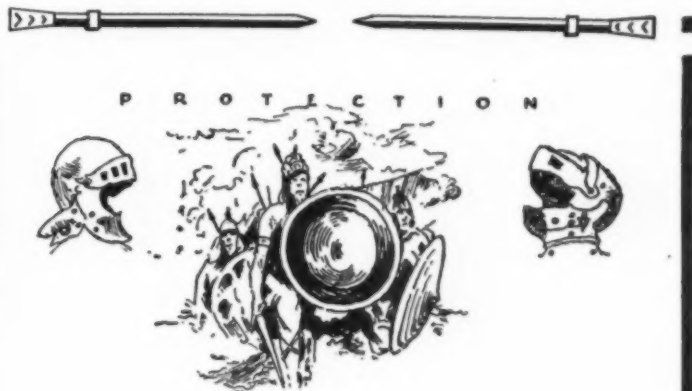
Girard C. Varnum, director of the air board of the St. Louis chamber of commerce and former secretary-general manager of the St. Louis safety council, has resigned both posts to go with the National Life of Vermont as special representative under General Agent Fred T. Rench at St. Louis, Mo. Mr. Varnum remains a member of the executive committee of the safety council and air board. He was instrumental in organizing the largest child's safety club in the world, with a membership of 492,000 children, and was appointed by President Hoover as a member of a committee of traffic experts to draft a model municipal traffic ordinance.

Union Companies Open Branch

The Union Mutual Casualty and the Union Mutual Life have opened a Des Moines agency at 507 Crocker building. Don Usher, formerly chief claim examiner for the casualty company, is manager of the new office.

Eastern Iowa Agents Meet

The eastern Iowa division of the Pa-



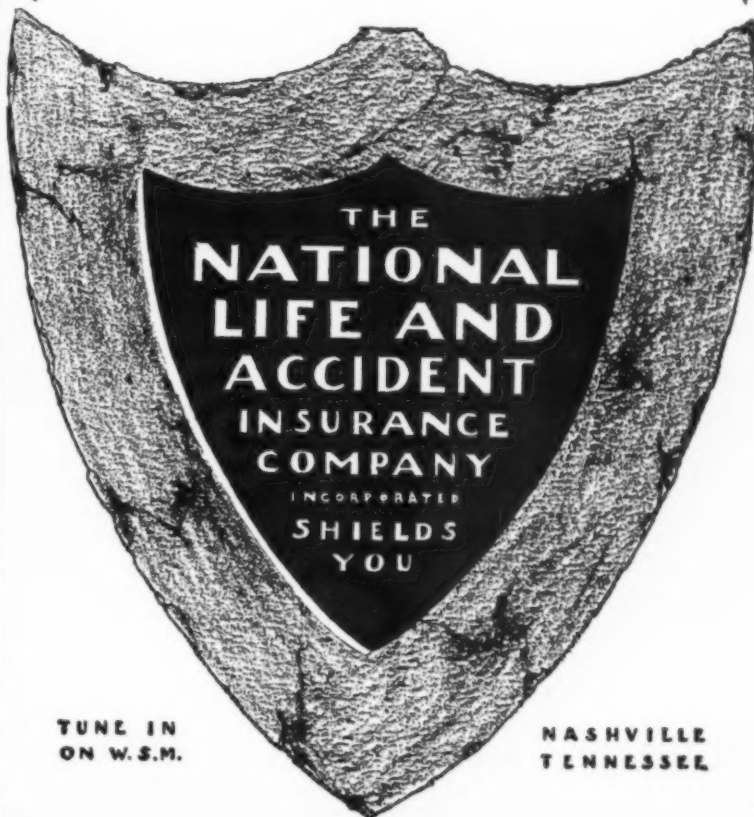
Helpful

Shield Men of the National Life and Accident numbering over 3,000 obtain definite help from the Home Office that enables them to receive a ready reception from prospects and policy-holders.

This company helps agents by extensively advertising in magazines, trade papers, and street cars. "Our Shield," a weekly house organ, booklets and the well known and popular radio station WSM are also being used to advertise this company.

Having some knowledge of this company before the approach of an agent prospects are anxious to learn more about the organization that "Shields Millions."

It pays to be a Shield Man!



TUNE IN
ON W.S.M.

NASHVILLE
TENNESSEE

cific Mutual Life held a convention in Waterloo, Ia., recently at which approximately 50 agents and company officials were present. Among those who addressed the gathering were Vice-President F. R. Woodberry and O. J. Larson, supervisor of the Waterloo district.

Lincoln National Agents Meet

A meeting of agents of the Lincoln National Life from Topeka and Kansas City was held last Saturday to introduce the new general agent, Wiley E. Pendleton, formerly Kansas City manager of the Travelers. A. A. McFall, superintendent of agencies, was present.

ACCIDENT—HEALTH

Company Being Reorganized

Equitable Life & Casualty of Louisville Is Revamping Its Business and Is Prospering

The Equitable Life & Casualty of Louisville is being gradually reorganized under its new management and will

write accident, health and life insurance. Last year it wrote \$314,000 in accident and health premiums but this business is being weeded out and the undesirable classes are being eliminated, with the result that its accident and health premiums for this year will probably show less than \$200,000. The company has a number of new general agents and is getting a good class of business in accident and health, as well as preparing to extend its life business. The company occupies its own home office building in Louisville. L. H. Harlan is president, Frank McAuliffe, vice president and general manager; Charles H. Morris, secretary; W. L. Winkler, treasurer, and W. C. Cockrell, agency director. The company's principal business is in Kentucky, Indiana and West Virginia. It expects shortly to add another experienced executive to its home office staff and to push for business still more aggressively.

Has Penny-a-Day Policy

The Globe Casualty of Columbus is issuing a penny-a-day policy carrying \$5,000 principal sum and \$100 monthly indemnity, the indemnities to be paid for injuries occurring in connection with railroad, steamship, private automobile, bus, taxicab travel as well as from several other specified accident

causes. A feature of the policy is the coverage for disabilities due to a number of hazards encountered on the farm. The Globe Casualty is also issuing a full line of monthly and commercial policies, including a non-cancellable aggregate indemnity form.

Zurich Gets Out New Policy

Multiple Coverage Accident Contract Is Announced in Which Death Benefit Is Eliminated

The Zurich General Accident has gotten out a new multiple coverage accident policy in which the death benefit is eliminated. The coverages of specific losses, weekly indemnity, hospital, surgical benefits and so on are broadened. The benefits are doubled for automobile accidents. Instead of providing a weekly benefit for hospital or nurse's service and a fixed schedule of operation fees, a lump sum is available for all such expenses as they actually accrue, in the new policy. The weekly indemnity on ordinary accidents is \$50, for major partial loss, 52 weeks, \$37.50; for ordinary partial loss 100 weeks, \$25. Under the provisions of the policy 90 days are allowed in which disability may develop. For dismemberment, \$10,000 is paid. For either arm or leg, \$6,666; for either hand or foot, or either eye, \$5,000; for thumb and index finger of either hand, \$3,333. The insured may elect to receive either a life indemnity or a fixed amount for loss of both hands, both feet or sight of both eyes. The sum available for expenses for special hospital nurse and surgical expense is \$1,000. The premium is \$45 for the select classes, \$54 for the next and \$76.50 for others.

Grant Is Made Comptroller

O. P. Grant of Cincinnati, who went to the home office of the Life & Casualty at Nashville some years ago as actuary, has now been made comptroller succeeding the late F. J. Peebles, who was comptroller and division manager for Tennessee, Virginia, Kentucky and Missouri. Mr. Grant is a son-in-law of President A. M. Burton. Allan Bunkerley has been made assistant secretary and division manager of the northwest district.

Stade with Lumbermen's

Paul W. Stade, who for 18 months has been home office accident underwriter with the Southern Surety at Des Moines, has become accident underwriter with the Lumbermen's Mutual and associated companies in Chicago. The Lumbermen's organization recently announced its entrance into the accident and health field and Mr. Stade has gone with the Lumbermen's group to develop this business. Prior to his connection with the Southern Surety, Mr. Stade was for a number of years assistant underwriter with the Travelers at its Chicago branch office.

ASSOCIATIONS

Specialized Service Needed

R. R. Stotz of Grand Rapids Spoke Before the Lansing Life Underwriters Association

LANSING, MICH., Sept. 25.—Life insurance constitutes one of the nation's chief safeguards against the spread of communistic doctrines, in the opinion of Raleigh R. Stotz, Grand Rapids, state supervisor for the Mutual Benefit Life, who addressed the meeting of the Lansing association of Life Underwriters. He is one of four life men in Michigan with the C. L. U. degree. "The institution of life insurance," Mr. Stotz declared, "is the most perfect

BELIEVE IT OR NOT

BANKERS NATIONAL

**Offers
One of the Best**

OPPORTUNITIES

**in the
Life Insurance
Field**

A Modern, Progressive Company, strongly established and fast-growing, has Agency openings in New Jersey, Delaware, Maryland, Pennsylvania, Connecticut, Maine, Illinois, Indiana and other territory

Those who are interested in a permanent connection offering an assured future are invited to write to

BANKERS NATIONAL LIFE INSURANCE CO.

Jersey City, N. J.

**R. R. Lounsbury
President**

**Geo. Ramee
Vice-Pres. and Supt. of Agencies**

1905 Indianapolis Life Insurance Co.

Is this year celebrating its twenty-fifth anniversary

FROM its inception the Indianapolis Life has been a Purely Mutual Company, operated for the use and benefits of its Policyholders. There are no Stockholders. It can not be bought, traded or sold. During the twenty-five years of its life, the Company has been progressive and prosperous. It has kept the faith with its Policyholders and agents. It has lived up to its promises. It has furnished insurance at a very low net cost. Its dividend record is unexcelled. It has the confidence and respect of its competitors and the general public. It is still guided by the Officers who started the Company twenty-five years ago. It has a loyal and faithful agency organization.

We pledge to keep the company, in the future as in the past, within the lines of safe underwriting. It will indulge in no doubtful experiments. It will endeavor to keep quality, service and safety above mere size.

Sept.

	Insurance in Force
1905	\$325,000.00
1906	1,281,909.93
1907	2,158,315.62
1908	2,344,449.12
1909	3,037,135.59
1910	3,760,237.71
1911	4,451,264.48
1912	5,756,690.86
1913	7,011,554.27
1914	8,655,788.49
1915	10,231,921.21
1916	12,021,820.06
1917	13,665,053.54
1918	15,532,346.26
1919	20,456,374.44
1920	27,006,018.90
1921	31,275,345.88
1922	35,236,427.74
1923	40,882,131.98
1924	46,628,369.17
1925	54,432,038.01
1926	64,065,397.61
1927	75,257,687.64
1928	86,027,488.39
1929	95,600,421.00
1930	103,000,000.00

The Company is starting an intensive agency campaign in the following states:

Indiana, Illinois, Michigan, Ohio, Texas, Minnesota, Iowa, North Carolina, Florida and California.

Our plan is to give General Agencies to capable, dependable men, preferably young men, for a limited territory, as much as can be profitably handled by intensive cultivation. We have openings in many of the best cities in the territory.

For terms write to the Company.

**Frank P. Manly,
President**

**Jos. R. Raub,
Secretary**

1930

TRUST COMPANIES AND BANKS

A directory of responsible financial institutions that are especially equipped to co-operate with life underwriters in creating life insurance trusts, and in handling other estate problems.

CALIFORNIA

The oldest Trust Company in the West

Wells Fargo Bank
and
Union Trust Co.
SAN FRANCISCO

Since 1852

Trust Department established 1892

ILLINOIS

LIFE INSURANCE and TRUST SERVICE

now go hand in hand. Men of affairs demand both. Life Insurance creates the estate. Our Protected Life Insurance Trust safeguards it.

A Special Reserve Fund of \$2,000,000 protects principal and income against loss.

CHICAGO TITLE & TRUST COMPANY
69 West Washington St.

THE PEOPLES TRUST AND SAVINGS BANK OF CHICAGO

Michigan Blvd. at Washington St.
CHICAGO

Earle H. Reynolds R. B. Upham
PRESIDENT VICE-PRESIDENT
Floyd B. Weakly
SECRETARY & TRUST OFFICER

NEW YORK

CHARTERED 1822

The City Bank Farmers Trust Co.

22 William St. NEW YORK

Temporary Offices—43 Exchange Place

Branches: Madison Ave. at 42nd St.
5th Ave. at 43rd St.
181 Montague St., Brooklyn
London, England

RECENT LETTERS

The President of a large Company says:
"It will revolutionize Life Insurance Selling."

A Superintendent of Agencies says:
"Greatest Selling Idea in a Decade."

An Underwriter says:
"It has doubled my income."

LIFE INSURANCE AS A PROPERTY INVESTMENT

Found only in "The Essentials of Life Underwriting" by Abner Thorp, Jr.

The Diamond Life Bulletins
420 E. 4th St., Cincinnati, O.

example of financial co-operation the world has ever seen." This fact, he said, indicates that every additional person to whom life insurance is sold is weaned away from any tendency toward the dangerous theories of the communists.

"The days of simply writing policies," he said, "are past. Specialized service of a professional nature is now necessary if the life underwriter is to be successful. Like other professions life insurance is hampered by the unfit. This is clearly shown by the fact that 19 percent of all life agents produce 90 percent of the business."

"The qualifications for success in the field of life underwriting can be summarized under seven heads: ambition, initiative, a desire for social service, mental, alertness, appearance, adaptability, and a constructive imagination. With these must be the ability successfully to organize one's time."

"Making the Sale" Is Theme

Philadelphia Association Plans Interesting Series of Dinner Meetings for 1930-31 Season

The Philadelphia Association of Life Underwriters announces a novel plan for its meetings during 1930-1931. The meetings all will be dinners, held on the second Tuesday each month. There will be a dominant keynote, "Making the Sale." Each meeting will be devoted to one important phase of this theme and the subject will be carried through each successive month to the conclusion of the sale, "The Close." The first meeting will be Oct. 14, L. G. Saunders, agency supervisor Penn Mutual home office agency, will speak on "Planning Your Work." There will be a speaker at each meeting who will talk on some business foreign to life insurance but of interest to life underwriters. A. C. Pearson, chairman of the board, United Business Publishers, will speak at the first meeting on "Business Trends and the Immediate Outlook."

Non-members who are eligible for membership may attend as guests of members at the expense of the association.

President Cheyney announces committees for the year. Chairmen are:

Pennsylvania state delegates, L. F. Paret; committee of seven to cooperate with fiduciary, associations, E. J. Berlet; membership, C. M. Hunsicker; auditing, C. T. Botting; law and comity, A. R. Allen; educational, Irvin Bendiner; program and entertainment, L. F. Paret; dinner and speakers, A. R. Allen; broadcasting and publicity, J. N. Adams; chamber of commerce, J. W. Clegg; University of Pennsylvania, Irvin Bendiner; thrift week, J. A. Tyson; membership extension, N. B. Misell; tri-state congress, J. O. Jensen.

Michigan—A state legislative committee of members from local associations has been appointed by President Donald T. MacKinnon of the Michigan State Association of Life Underwriters, who is connected with the Nathaniel Reese general agency, Provident Mutual, in Detroit. The committee will watch matters affecting life insurance. The various members also will act as local "vigilance" committees. Mr. MacKinnon likens the state committee to "Minute Men" of early American times.

Cedar Rapids, Ia.—Over 150 gathered for a one-day life insurance school under the auspices of the Cedar Rapids association. Included in the group were guests from Davenport, Iowa City, Mt. Vernon and Waterloo. Dr. Charles J. Rockwell conducted the school.

Dr. Rockwell's subjects were "Ten Essentials to Sales Success," "Insurance for Education," and "Increasing Your Sales Production," "Service to the Living Business, and Reason's for Business Insurance."

The officers of the local association are Byron A. Barlow, president; Lee J. Gillis, first vice-president; E. A. Turner, second vice-president; Neil Montgomery, secretary, and W. F. Sarset, treasurer. The executive committee is com-

PRESENT SUCCESS of our new sales plan narrows down to this:

THE PLAN IS BUILT
TO SECURE FINANCIAL
INDEPENDENCE FOR THE AGENT

For full information write

Wm. F. Close

Superintendent of Agencies

PHILADELPHIA LIFE INSURANCE COMPANY

111 North Broad Street

PHILADELPHIA, PA.

20.8% INCREASE

The steady growth which The Guardian has experienced in recent years continues at an accelerated pace in 1930. During the first six months of this year, Guardian Fieldmen produced 20.8% more new paid-for business than in the corresponding period a year ago.

Production in June, 1930, was the greatest for any month in the seventy years during which The Guardian has been in business.

THE GUARDIAN LIFE

ESTABLISHED 1860

INSURANCE COMPANY of AMERICA

50 UNION SQUARE • NEW YORK CITY

SERVICE LIFE INSURANCE COMPANY

Exceedingly liberal contracts are offered to reputable and responsible agents. An unusual agency proposition is extended in districts where the company is not now represented.

For information write

B. R. BAYS, President

JOHN L. OESCHGER, Secretary-Treasurer

Home Office

Lincoln, Nebraska

HOME LIFE INSURANCE COMPANY

of New York

A COMPANY OF OPPORTUNITY

Ethelbert Ide Low,
Chairman of the Board

James A. Fulton,
President

On Agency matters address
H. W. Manning, Superintendent of Agencies
256 Broadway, New York

356,988 Prospects

received advertising letters
in first five months of 1930

\$19,000,000 of Business

sold on lives of "advertised"
prospects in same period.

BANKERS LIFE COMPANY

GERARD S. NOLLEN, President

Established 1879

DES MOINES, IOWA

THE COLUMBIAN NATIONAL

is a Symbol of

Progressiveness

Liberality

Strength

The Best in Life, Accident and
Health Insurance is our Specialty

THE COLUMBIAN NATIONAL LIFE INSURANCE CO.

Boston, Massachusetts

Arthur E. Childs, President

For further information, communicate with nearest **GENERAL AGENT**
or our **AGENCY DEPARTMENT**, 77 Franklin St., Boston, Massachusetts

Friendly Cooperation

A Good Company with which to Work
Personal Attention to Agents' Problems
Paid-for New Insurance advanced 30% in 1929
Standard Policies—Strong Assets
Conservative Investments

Union Mutual Life Insurance Company

Portland, Maine

Incorporated 1848

posed of E. W. DeNio, V. G. Gruver, Henry M. Files, J. G. Sigmund and Ira T. Corrithers. Lee B. Winterberg is in charge of publicity.

Waterloo, Ia.—Beginning the year's activities of the Waterloo Association, seven committee chairmen and four committees have been appointed. J. H. French is president. Roy Anderson was appointed chairman of the legislative committee; Harvey Baird, vice-president, was appointed program chairman; Charles H. Greeley, membership; Ray Short, publicity; E. A. Shaffer, educational; Leonard Pint, social, and Fred Repass, business conduct.

Peoria, Ill.—A class has been organized by the Peoria association to study for chartered underwriters examination next June. At the first meeting Chester Wardwell was elected president of the group; Earl Covette, vice-president, and John Roth, secretary-treasurer. Prof. L. G. Tillotson, dean of the business administration of Bradley college, will instruct the class each Monday evening.

Wichita.—The Wichita association resumed its bi-weekly meetings last Saturday, with an unusually large attendance.

President E. L. Ingham, general agent Provident Mutual, and John Stephens, general agent Lincoln National, presented papers on "Safety in the Undivided Interest."

Cleveland.—The Cleveland association has chosen as the tentative date for its second educational conference, Oct. 27. The subject will be "The Investment Phase of Life Insurance Including the Use of Dividend Accumulation and the Annuity Principle of Insurance." The speakers are Mrs. Olive Joy Wright, W. G. Batchelder and F. E. Ashley.

Pittsburgh.—The Pittsburgh association held its first fall meeting Thursday. Arthur B. Cheyney, business director of Continental-American Life and president of the Philadelphia Association of Life Underwriters, was the principal speaker. His topic was "Practical Salesmanship and How It Is Done."

Colorado.—The Colorado association held its first fall meeting in Denver this week. Frank H. Davis, western manager of the Penn Mutual, presided, and Hugh D. Hart, vice-president of the Penn Mutual, was one of the speakers.

Greensboro, N. C.—Paul C. Lindley, Greensboro business man, spoke before the September meeting of the Greensboro association. R. D. Douglas, banker, will address the next meeting.

Claim Expense Is Troublesome

(CONTINUED FROM PAGE 6)

of the law committee by Mr. Estes and the round table discussion on "The Next Ten Years of Industrial Sick & Accident Business." The business meeting followed. Asheville, N. C., was selected as the place of the next annual meeting in the fall of 1931.

The entertainment features as usual comprised half of the meeting. Peyton W. Jones was added to the golf committee, which in the past has consisted only of Raymond Daniel, Atlanta, associate editor "Insurance Field." Results in the golf tournament were: Permanent cup, low gross, H. T. Dobbs; conference cup, first low net, C. S. Drake, Empire Life & Accident; runner-up cup, donated by Atlanta Retail Credit Company, second low net, W. R. Lathrop, Southern Life & Health; Raymond Daniel cup, third low net, C. V. Crawford, Washington Fidelity National.

There were four additional prizes donated by Mr. Jones based on the largest number of pars and birdies: Z. T. Miller, Washington Fidelity National, five golf balls; George Springle, Industrial Life & Health, three balls; Frank Sanford, Lincoln National, two balls, and H. G. Rockwood, United of Chicago, consolation prize of six soap golf balls.

Mrs. George R. Kendall was chairman of the local committee of women in charge of entertainment for the feminine guests.

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St. Louis, Missouri
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890 Securities Building
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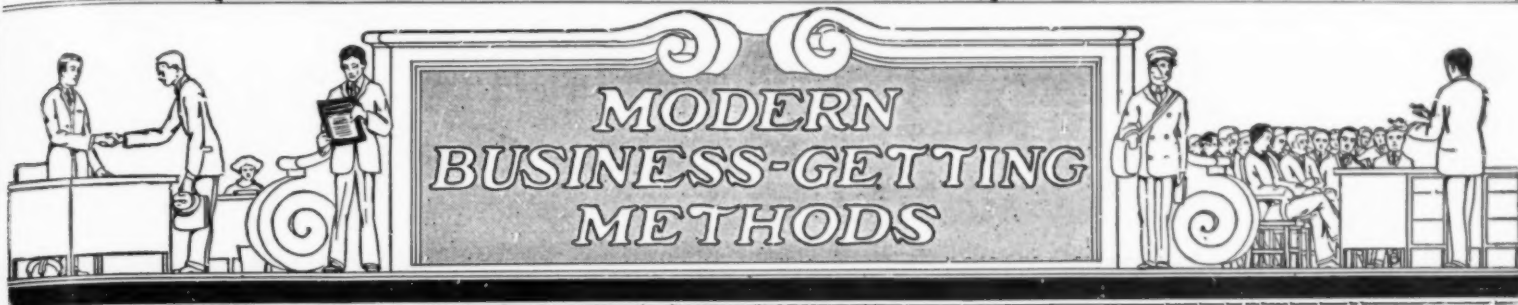
OKLAHOMA

T. J. McCOMB
COUNSELOR AT LAW
CONSULTING ACTUARY

Premiums, Reserves, Surrender
Values, etc., Calculated. Valuations
and Examinations Made. Policies
and all Life Insurance Forms Pre-
pared. The Law of Insurance a
Specialty.
Colcord Bldg. OKLAHOMA CITY

**THE INVESTMENT TRUST
SERVICE OF LIFE INSURANCE**

—By Albert G. Borden....Price \$1.50
Shows the various ways that life insurance can serve
in the administration of an estate. Includes many
illustrations and graphs. Order from The National
Underwriter, 41946 Insurance Exchange, Chicago.



Additional Answers to Questions Given in Chartered Life Underwriters Degree Examination by American College

(Continued from Last Week)

(B) GOVERNMENT

(Candidates were instructed to answer the first and any three other questions.)

Question 1

This question and answer are the same as No. 1 of Economic Theory under Examination A.

Question 2

Explain the doctrine of "checks and balances" as held by the framers of our federal constitution and show its influence upon the structure of our national government.

Answer

The doctrine of checks and balances suggests that a government should be composed of different branches, none of which is to be independent, and each of which is to act as a check on the other. Our government, as a consequence, is composed of three main divisions.

(1) The President, who is in charge of the executive functions of the government.

(2) The federal Congress, which passes laws for the raising of money, regulation of commerce, and supervision of the country. This body in turn is divided into a democratic chamber of two-year term members with qualifications tending to insure a great quantity of younger men and entrusted with certain powers exclusive of the other chamber of older and fewer members elected for six years and acting as a more dignified and less popular body. Each chamber is entrusted with the initiation of certain kinds of legislation, and both must agree before a law can be passed.

(3) The Judiciary, which is composed of a Supreme Court and district courts.

It is the duty of this division to pass upon the constitutionality of the legislation of Congress or the acts of the President.

Each division acts as a check on the other two and is in turn checked by them.

Question 3

Distinguish between the rights of the states and those of the federal government as respects (a) regulation of commerce, (b) regulation of banking, and (c) regulation of insurance.

Answer

(a) The federal government, in accordance with the Constitution, regulates inter-state commerce. The states have full power to regulate commerce within their borders.

(b) Under the Constitution, the federal government controls the currency, the national revenues and their collection, the national debt and the national and Federal Reserve banking systems, and all matters connected therewith. The states control and regulate state banks, savings banks, cooperative banks, and their functions.

(c) The United States Supreme Court decided in *Paul vs. Virginia* that life insurance is not commerce. It, therefore, is not subject to federal regulation. Many favor an amendment which would permit federal regulation of life insurance but others prefer the present conditions.

Question 4

Explain what is meant by each of the following: (a) referendum, (b) initiative, and (c) recall. What is the primary object of all such measures?

Answer

A referendum is a legal procedure, set up by legislation, by which the

people can pass on, and approve or reject any law or ordinance enacted by the legislature, or local governing body, to which a certain percentage of the voters object, as evidenced by a signed petition demanding a referendum. This gives the people the final and direct control of the laws passed or ordinances passed by their representatives, and prevents the continuation in effect of laws objectionable to the majority.

The initiative is a legal procedure, authorized in some states to permit a direct vote on any measure which the required percentage of the people desire to have voted on, as determined by a signed petition. This gives the people the opportunity to pass any law or ordinance desired by the majority, even though the legislature or local governing body has refused to act.

The recall is a legal procedure adopted in some states to give the people the right to remove from office any official or judge whom the majority of the voters wish removed. The recall is started by a signed petition of the required percentage of voters, and if accomplished, is then voted on at a special or regular election. It gives the people the final control over their officers and representatives.

All three of these measures are aimed to give the people direct and immediate control over their representatives.

Question 5

(a) May the United States census just recently taken have any effect upon the number of Representatives to which any state is entitled in the federal Congress? Explain. (b) Name two special powers enjoyed by the House of Representatives, and two enjoyed by the Senate.

Answer

(a) Yes—by reapportionment. There is now one representative for approximately 220,000 people. States that have lost population may lose representatives; states that have gained population sufficiently will get more though Congress may change the basis of apportionment.

(b) By the House:

- (1) To initiate all revenue bills.
- (2) To impeach.

By the Senate:

- (1) To ratify treaties and confirm presidential appointments to important offices.
- (2) To sit as a court of impeachment.

(c) SOCIOLOGY

The questions and answers on sociology are the same as appear under Section C of Examination A.

(Continued Next Week)

O'Brien Agency Convention

James B. O'Brien, general agent of the Berkshire Life of Albany, N. Y., conducted a very successful agency convention. A number of talks were given including one by J. E. Bragg of New York University. This agency is one of the most important in the Berkshire's field.

Closes College Group Case

The All States Life of Montgomery, Ala., closed a group case with Oglethorpe University, Atlanta, Ga., under the terms of which 20 payment life on a special scholarship plan is to be written on the lives of alumni and friends of the institution. This is the third southern university to adopt the All States' plan. The All States has been invited to submit the plan to a New York college and will apply for permission to operate in that state.

Alabama Fraternal Grows

More than \$4,000,000 of business has been produced by the Preferred Life of Alabama, a fraternal, since it was organized in February, 1929. Premium income now is \$115,000. Although operating now only in Alabama, it is said the fraternal intends to expand into Mississippi and Oklahoma by Jan. 1.

H. J. Garretson, western supervisor for the John Hancock Mutual Life, is in Denver on agency work and plans to be in San Francisco later.

Con mū topics

(Topics of The Connecticut Mutual)

VOL. V

October, 1930

No. 10

The Speechless Convention
—of salesmen

—for salesmen

—by salesmen

again makes our representatives eager and better equipped for greater goals, inspired not by "oratory" but by practical sales demonstrations by the salesmen themselves.

THE CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY

HARTFORD

1846

Over 84 years in business

1930

Front Wheel Drive—

The value to an automobile of the front wheel drive is well known—its value to a salesman is not so well known. A company that pulls its men along instead of pushing them offers a front wheel drive for their salesmanship. Fidelity is such a company.

Its lead service and Low Rate policies make selling easier. It offers a live-and-let-live contract backed by more than half a century of fair dealing. It is financially solid and operates in thirty-nine states, including New York, on a full level net premium basis. It has over \$422,000,000 insurance in force.

A front wheel drive company that pulls rather than pushes.
Openings available for the right men.

The FIDELITY MUTUAL LIFE
INSURANCE COMPANY
PHILADELPHIA

WALTER LEMAR TALBOT, President

MILLIONAIRE POLICYHOLDERS LISTED

(CONTINUED FROM PAGE 8)

R. (Le Roy) W. Wilson, Chicago 1,100,000
 Nels Shoon, Chicago 1,100,000
 James Rolph, Jr., San Francisco 1,084,000
 Carl Weeks, Des Moines 1,064,000
 Clarence E. Linz, Dallas 1,036,000
 Jesse H. Jones, Houston 1,025,000
 Harry L. Hussman, Dallas 1,019,000
 J. H. Barringer, Dayton, Ohio 1,015,000
 Robert L. Studley, Boston 1,015,000
 Bernard K. Marcus, New York 1,010,000
 Mark E. Reed, Shelton, Wash. 1,005,000

 Anheuser-Busch, Inc., St. Louis over 1,000,000
 Hugo F. Arnold, Chicago, over 1,000,000
 Jules S. Bache, New York, over 1,000,000
 W. R. Bawlf, Winnipeg, over 1,000,000
 Frederick Booth, Ottawa, over 1,000,000
 Sidney F. T. Brock, Philadelphia 1,000,000
 Asa G. Candler, Atlanta, over 1,000,000
 Porter M. Farrell, Indianapolis over 1,000,000
 George E. Reilly, Philadelphia over 1,000,000

J. Arthur Hoffman, Detroit over 1,000,000
 Norbert A. Hoffman, Detroit over 1,000,000
 Charles H. Holland, Philadelphia 1,000,000
 A. E. Lefcourt, New York, over 1,000,000
 Adolph F. Linden, Seattle, over 1,000,000
 Robert P. Page, Philadelphia over 1,000,000
 H. H. Rogers, Tulsa, over 1,000,000
 Gilbert Roland, New York, over 1,000,000
 A. A. Schlesinger, Milwaukee over 1,000,000
 Col. Leroy Springs, Lancaster, S. C. over 1,000,000
 Benjamin Titman, New York over 1,000,000
 Abe White, New York, over 1,000,000
 John Fritz Achellis, New York, over 1,000,000
 Hubbard F. Alexander, Seattle, over 1,000,000
 William M. Armstrong, Los Angeles 1,000,000
 X. M. Audubert, New York 1,000,000
 A. B. Ayres, Newcastle, Ind. 1,000,000
 Chas. H. Baiter, Baltimore 1,000,000
 Morris T. Baker, Minneapolis 1,000,000
 J. H. Ballantine, New York 1,000,000
 Bernard M. Baruch, New York, over 1,000,000
 Sidney J. Bauman, New York, over 1,000,000
 Herbert Beesemeyer, Los Angeles 1,000,000
 J. J. Besnet, Cleveland 1,000,000
 Fred O. Bezner, Detroit 1,000,000
 E. A. Bigelow, Worcester, Mass. 1,000,000
 Raymond Bill, New York 1,000,000
 F. Donaldson Brown, New York, over 1,000,000

ONE OF THE VERY OLDEST

Low Net Cost
 Life Insurance Companies
 is in need of the services of
 General Agents in several cities in the
 Central West

The men selected to fill these positions must furnish evidence of their ability to train and handle agents and be of a
 Progressive type with a consistent record of Personal Sales Ability.
 To such men will be offered a real opportunity to demonstrate their ability.
 Address R-44, The National Underwriter

CONSERVATION AND RECLAMATION OF LIFE INSURANCE
 THE OTIS HANN COMPANY, INC.
 JACK ROBERTS HANN, PRES.
 333 No. MICHIGAN AVE.
 CHICAGO



No Better Territory
 No Better Company
 No Better General Agent's
 Contract Than Our Service
 Pension Contract

THE LAFAYETTE LIFE INSURANCE CO.

W. W. Lane, Secretary
 F. L. Alexander, President
 W. R. Smith, Field Vice-President
 LAFAYETTE, INDIANA

WANTED

A competent Actuary, qualified to take full charge of the Agency Management of a young Pacific Coast Life Insurance Company, operating in several States. State fully, in first letter, age, experience, present occupation and salary expected to start. Splendid future for a resourceful man who can make good. Correspondence strictly confidential. Box R-55, The National Underwriter.

...WANTED...
SALARIED MANAGER FOR
ST. LOUIS AGENCY

Able organizer and stimulating leader will find splendid opportunity on a salary-plus-bonus basis to build a Class I agency for a Company with more than \$500,000,000 of insurance in force.

Give full data about yourself in confidence.

Box 63, The National Underwriter

James A. Buchanan, Texarkana, Ark. 1,000,000
 John G. Bullock, Los Angeles, 1,000,000
 Frank E. Campbell, Jr., New York 1,000,000
 John H. Castle, Detroit 1,000,000

Howard Conley, Boston, Mass. 1,000,000
 Karl W. Corley, Washington, D. C. 1,000,000
 James M. Cox, Dayton, Ohio, 1,000,000
 William H. Crocker, San Francisco 1,000,000
 L. O. Crosby, Picayune, Miss. 1,000,000
 Powell Crosley Jr., Cincinnati, 1,000,000
 George K. Culp, New York 1,000,000
 James E. Davidson, Bay City, Mich. 1,000,000
 Meyer Davis, Washington, D. C. 1,000,000
 Walter S. Dickey, Kansas City, Mo. 1,000,000
 Bernard Doris, Pittsburgh 1,000,000
 Douglas Shoe Co., Boston 1,000,000
 A. J. Drexel, Philadelphia 1,000,000
 A. J. Drexel-Biddle, Philadelphia 1,000,000
 Irene Du Pont, Wilmington, Del. 1,000,000
 Lamont Du Pont, Wilmington, Del. 1,000,000
 Irving Fain, Brooklyn, N. Y. 1,000,000
 Douglas Fairbanks, Los Angeles 1,000,000
 Harvey S. Firestone, Akron, O. 1,000,000
 Richard R. Florian, Los Angeles 1,000,000
 Arthur S. Ford, Chicago 1,000,000
 Fred F. French, New York 1,000,000
 Allis S. Fried, New York 1,000,000
 Eugene W. Fry, Philadelphia, 1,000,000
 Frank D. Fuller, Springfield, Mass. 1,000,000
 George T. Fulford, Brockville, Ontario 1,000,000
 Herman Gardner, Milwaukee 1,000,000
 Frederick A. Geier, Cincinnati, 1,000,000
 A. G. Geohagan, New Orleans 1,000,000
 Thomas A. Gillespie, Pittsburgh 1,000,000
 William N. Greve, New York 1,000,000
 Chas. E. Havener, New York 1,000,000
 C. B. Hays, Jackson, Mich. 1,000,000
 Clifford Hemphill, New York 1,000,000
 R. E. Hiles, New York 1,000,000
 Irving H. Hillman, Los Angeles 1,000,000
 H. F. Hollins, New York 1,000,000
 Louis Horowitz, New York 1,000,000
 Burton A. Howe, Grand Rapids, Mich. 1,000,000
 Samuel Insull, Chicago 1,000,000
 F. W. Johnstone, Charleston, W. Va. 1,000,000
 Al Jolson, Los Angeles 1,000,000
 H. C. Kahl, Davenport 1,000,000
 Herbert Kaufman, New York 1,000,000
 Ery Kehaya, New York 1,000,000
 Isadore J. Kressel, New York 1,000,000
 Alfred Krippendorf, Cincinnati 1,000,000
 Louise Lathrop, Detroit 1,000,000
 Patrick J. Lawler, Philadelphia 1,000,000
 W. E. Lee, Tampa, Fla. 1,000,000

 F. W. Leistikow, Winnipeg, Canada 1,000,000
 George L. Machrise, Los Angeles 1,000,000
 Peter E. Martin, Detroit 1,000,000
 Leonce Marx, New York 1,000,000
 Hon. Elmer H. Maytag, Newton, Ia. 1,000,000
 John W. McConnell, Montreal, 1,000,000
 John McCormack, New York 1,000,000
 Charles H. McCormick, San Francisco 1,000,000
 Mrs. J. McCune, Pittsburgh 1,000,000
 Benarr McFadden, New York 1,000,000
 John J. McGuirk, New York 1,000,000
 George H. Mead, Dayton, Ohio 1,000,000
 L. H. Meeker, New York 1,000,000
 Edwin Metcalf, Albany 1,000,000
 H. Metcalf, Albany 1,000,000
 S. Metcalf, Albany 1,000,000
 C. N. Myer, Hanover, Pa. 1,000,000
 Randall Morgan, Philadelphia, 1,000,000
 Wm. A. Morgan, Buffalo 1,000,000
 Allen F. Moore, Monticello, Ill. 1,000,000
 Fred P. Morrill, New Orleans 1,000,000
 Frederick Pabst, Milwaukee 1,000,000
 Mrs. Ida Pabst, Milwaukee 1,000,000
 Clarence Y. Palitz, New York, 1,000,000
 G. G. G. Peckham, Cleveland, 1,000,000
 H. E. Pence, Minneapolis 1,000,000
 E. R. Perry, Tulsa 1,000,000
 Herbert O. P. Phillips, Pawtucket, R. I. 1,000,000
 Mary Pickford, Los Angeles 1,000,000
 Harry C. Piper, Minneapolis 1,000,000
 Maurice Pollak, Cincinnati 1,000,000
 Ralph L. Pope, Boston 1,000,000
 Irving E. Raymond, New York 1,000,000
 Harry Richman, New York 1,000,000
 Eddie Rickenbacker, Detroit 1,000,000
 Harry H. Rogers, Tulsa, Okla. 1,000,000
 Will Rogers, Beverly Hills, Cal. 1,000,000
 Sol G. Rosenbaum, New York 1,000,000
 Alfred Schoellkopf, Buffalo 1,000,000
 Michael Schwartz, Meriden, Conn. 1,000,000
 William E. Scripps, Detroit 1,000,000
 Ben Sculberg, New York 1,000,000
 Bradford Shindler, St. Louis 1,000,000
 Henry J. Simonson, Jr., Boston 1,000,000
 Sigmond Sonneborn, Baltimore, Md. 1,000,000
 Warren H. Snow, Grand Rapids, Mich. 1,000,000
 Solon E. Summerfield, New York 1,000,000
 Constance Talmadge, Los Angeles 1,000,000
 Norma Talmadge, Los Angeles, 1,000,000
 H. D. Thomas, Los Angeles 1,000,000
 Richard W. Thomas, Los Angeles 1,000,000
 Joseph R. Tucker, Camden, N. J. 1,000,000
 S. M. Vaulain, Philadelphia 1,000,000
 Eric Von Stroheim, Los Angeles 1,000,000

Provident Honor Agents Meet

Star, Men of the Field Force of the Chattanooga Company Hold Their Convention

More than 100 members of the field force of the Provident Life & Accident of Chattanooga, Tenn., attended the annual agency convention recently at Lookout Mountain. Announcements by President Robert J. Maclellan pointed out that the Provident had made gains every month this year over the corresponding periods of last year. It is the greatest year in the company's history. The various departments pledged still further increases during the coming year to continue this uninterrupted record of growth.

Will Have Regional Conferences

As a departure from its regular custom, no general agency convention will be held during 1931. Instead, regional conferences will be conducted at strategic points in the territory at which as many agents as possible will be gathered. For 1932, a Great Lakes cruise will be the plan with meetings conducted on the boat. Agents will qualify for that trip by their 1931 new business production.

Provident Club Officers

At the sessions of the Provident Club, star producers organization, the following new officers were elected: Col. Ed L. Roberts, of Atlanta, president; E. O. Martin, of Chattanooga, vice-president life department; E. C. Bullard, Oklahoma City, vice-president railroad department; Geo. C. Lyon, of New Orleans, vice-president group department, and R. H. Travis, of San Antonio, vice-president personal accident and health department.

The agents gathered at Lookout Mountain were all members of the Provident Club and Maclellan Circle, the two honor clubs, election to which is based upon a required amount of annual new business production. The Maclellan Circle, named for the president of the company, is made up of those agents who double the production requirements for the Provident Club.

Fulton Named Assistant

Cecil C. Fulton, Jr., who has been a field supervisor for the Home Life of New York, has been appointed assistant superintendent of agencies, augmenting the agency organization which is now composed of H. W. Manning, superintendent; Hugh L. Walker and C. C. Fulton, Jr., assistant superintendents; J. S. G. Kemp, agency secretary, and Alan B. Doran, agency supervisor. Mr. Fulton, who is a brother of President James A. Fulton, has gone through the various departments of agency work, starting as an agent in the Newark office, then going to the home office as supervisor. Formerly he was a member of the firm of one of the largest engineering concerns in the south, thus approaching the business with the analytical mind of a civil engineer.

Walter S. Wanger, New York, 1,000,000
 Harry Wardman, Washington, 1,000,000
 Jack L. Warner, New York, 1,000,000
 Jonathan Warner, Warren, O. 1,000,000
 W. W. Watson, Salina, Kan. 1,000,000
 Watzek Brothers, Portland, Ore. 1,000,000
 Sidney J. Weinberg, Brooklyn, 1,000,000
 Edward Weisel, Sr., San Antonio 1,000,000
 Eddy Weiss, New York 1,000,000
 H. F. Wilcox, Tulsa 1,000,000
 T. E. Wilson, Chicago 1,000,000
 Robert C. Winnill, New York, 1,000,000
 Wm. Wrigley, Jr., Chicago 1,000,000
 T. L. Bland, Raleigh, N. C. 1,000,000
 Fred S. Chase, Waterbury, Conn. about 1,000,000
 M. J. Dregge, Grand Rapids, Mich. about 1,000,000
 J. S. Hoult, Grand Rapids, Mich. about 1,000,000
 Harry Logan, Warren, Pa. about 1,000,000

*Includes Business Insurance.
 †Business Insurance.